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NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SEVEN CHICAGO, ILLINOIS, JANUARY, 1919 NUMBER ONE

A NEW AND POWERFUL FEDERATION OF AMERICAN INDUSTRIES

A NEW and powerful federation of American industries was created at the Reconstruction Congress of Industrial War Service Committees held recently at Atlantic City. This Association, made up of the nearly four hundred War Service Committees that were formed under the direction of the Chamber of Commerce of the United States, was created by the Committees to act in the future as the spokesman for industry before the Government just as the Committees acted separately as the point of contact between industry and the government during the War period.

The Federation voted to function under direction of a Committee of the Chamber of Commerce and it will have back of it and serving it the Chamber's organization. When necessary it will have, too, the benefit of the weight of the expression of the membership of the Chamber. The chairman of the War Service Committees will sit as an Industrial Advisory Council to the organization.

The views of this assemblage of industries respecting industrial readjustment were expressed at Atlantic City in a series of resolutions covering the most important subjects that today engage the attention of business men. Some of the resolutions adopted are as follows:

CANCELLATION OF WAR CONTRACTS

It is in the public interest that all war orders placed by any contracting agency of the government and accepted in good faith, whether formally and regularly executed or not, should, upon cancellation by such contracting agency, be promptly and equitably adjusted and satisfied as if every formality had been observed, and when so adjusted the amount ascertained to be due by the government should be promptly paid, to the end that these funds may be utilized by the industries of the country to speed their transition from a war to a peace basis.

CANCELLATION OF WAR CONTRACTS

If it should be ascertained that legislation is necessary or desirable to accomplish this end, Congress should forthwith enact such legislation.

Officials dealing with questions of adjustment on account of war orders must necessarily be familiar with all the conditions affecting the orders. It will greatly promote expedition and the interests of both the Government and private enterprise for the officials who made the contracts to remain in the Government service to participate in the readjustment.

SURPLUS GOVERNMENT SUPPLIES

Under date of November 29, 1918, the Secretary of War issued a public statement, in which he said: "To prevent too violent dislocation of industry from the standpoint of both employe and employer, accumulations by the War Department of either raw material or finished products will be distributed when and where liquidation of such supplies will least interfere with the return of industry to normal conditions." Such action would seem to insure the stability of the industries affected, which fully appreciate this liberal position.

Therefore, the War Service Committees of American Industries hereby tender to the War Department their services on behalf of their respective industries for the purpose of advising with and assisting the War Department in the disposition of such materials.

INDUSTRIAL CO-OPERATION

The war has demonstrated that through industrial coöperation great economies may be achieved, waste eliminated, and efficiency increased. The nation should not forget, but rather should capitalize, these lessons by adapting effective war practices to peace conditions through permitting reasonable coöpera-

tion between units of industry under appropriate federal supervision. It is in the public interest that reasonable trade agreements should be entered into, but the failure of the Government either clearly to define the dividing line between those agreements which are, and those which are not, in unreasonable restraint of commerce, or to provide an agency to speak for it on application of those proposing to enter into such agreement, in effect restricts wholesome coöperation and deprives both industry and the general public of its benefits. The conditions incident to the period of readjustment renders it imperative that all obstacles to reasonable coöperation be immediately removed through appropriate legislation.

INDUSTRIAL RELATIONS

The convention heartily endorses in letter and spirit the principles of the industrial creed so clearly and forcibly stated in the paper read to it Thursday morning by Mr. John D. Rockefeller, Jr., and urges upon all units of industry—where they may not now be employed—the application of such principles. Without approving or rejecting his particular plan or machinery, the principles advanced by Mr. Rockefeller are as follows:

1. Labor and capital are partners, not enemies; their interests are common interests, not opposed, and neither can attain the fullest measure of prosperity at the expense of the other, but only in association with the other.

2. The purpose of industry is quite as much to advance social well-being as material well-being and in the pursuit of that purpose the interests of the community should be carefully considered, the well-being of the employes as respects living and working conditions should be fully guarded, management should be adequately recognized and capital should be justly compensated, and failure in any of these particulars means loss to all.

3. Every man is entitled to an opportunity to earn a living, to fair wages, to reasonable hours of working conditions, to a decent home, to the opportunity to play, to learn, to worship, and to love, as well as to toil, and the responsibility rests as heavily upon industry as upon Government or society to see that these conditions and opportunities prevail.

4. Industry, efficiency, and initiative, wherever found, should be encouraged and adequately rewarded and indolence, indifference, and restriction of production should be discountenanced.

5. The provision of adequate means for uncovering grievances, and promptly adjusting them, is of fundamental importance to the successful conduct of industry.

6. The most potent measure in bringing about industrial harmony and prosperity is adequate representation of the parties in interest; existing forms of representation should be carefully studied and availed of in so far as they may be found to have merit and are adaptable to the peculiar conditions in the various industries.

7. The application of right principles never fails to effect right relations; the letter killeth and the spirit maketh alive; forms are wholly secondary while attitude and spirit are all important, and only as the parties in industry are animated by the spirit of fair play, justice to all, and brotherhood, will any plans which they may mutually work out succeed.

8. That man renders the greatest social service who so coöperates in the organization of industry as to afford to the largest number of men the greatest opportunity for self-development and the enjoyment by every man of those benefits which his own work adds to the wealth of civilization.

RAILROADS

The Congress of the United States should speedily enact legislation providing for the early return under federal charters to their owners of all railroads now being operated by this Government under federal regulations permitting the elimination of wasteful competition, the pooling of equipment, combinations or consolidations through ownership or otherwise in the operation of terminals, and such other practices as will tend to economies without destroying competition in service.

MEANS OF COMMUNICATION

We are opposed to Government ownership and operation of telegraphs, telephones, and cables.

MERCHANT MARINE

We recommend that the construction of a great merchant marine be continued and amplified, and that its operation under American control be kept safe by such legislation as may be necessary to insure its stability and its lasting value to American industries.

COST ACCOUNTING

It is the sense of this Convention that a system of uniform cost accounting should be adopted by each industry.

NATIONAL TRADE ASSOCIATION

The experiences of the war have clearly demonstrated the values of national trade organizations and their service to the country as well as to the industry.

This conference heartily approves the plan of organizing each industry in the country in a representative national trade association and expresses the belief that every dealer, jobber, manufacturer, and producer of raw materials should be a member of the national organization in his trade and cordially support it in its work.

RESOLUTIONS TO NATIONAL CHAMBER

All resolutions which have come properly before the Clearance Committee, and upon which no action is otherwise recommended by the Clearance Committee, will be referred to the Chamber of Commerce of the United States for review.

WHEREAS, Through the enterprise of the Associated Business Papers, Inc., in publishing the Reconstruction Conference Daily, the many separate activities of the conference have been reported to the delegates; and,

WHEREAS, This has brought about a degree of coordination and correlation which would otherwise have been difficult to attain; and,

WHEREAS, The Associated Business Papers, Inc., and Trade Papers generally contributed generously of their assistance in the preparations for the Conference, and through the publicity and advice freely given their readers, have played a highly important part in drawing together this record-breaking attendance of the leaders of American business; therefore, be it

RESOLVED, That the Reconstruction Conference hereby tenders its thanks and appreciation of the aid so effectively given by the Business Press of the country.

AIDS FOR THE SMALL-TOWN PRINTER-PUBLISHER

MANY agencies are there of new birth which are offering substantial contribution to the success of the small-town printer-publisher. Some of the most noteworthy are those which have had the fostering care of State universities where men of business acumen and foresight, who have had a previous knowledge of the printing and publishing business, have used the apportionment of public funds with wise discretion. Priority in the appreciation of the advantages derivable from this kind of activity for the public welfare must be accredited to the universities of Missouri and Wisconsin. The University of Tennessee, through the Department of Agriculture, and under the resourceful direction of Mr. Harry B. Potter has contributed in a most significant way towards the upbuilding of the interests of newspapers in that progressive commonwealth, in providing better press service, in exploiting the wealth and resources of the state as well as in encouraging the coöperation of the publishers in a study of their enterprises and in holding meetings whose educational value is of incomparable importance. The degelates to the last convention of the National Editorial Association learned of the advances made and were brought to a keen realization of the benefits possible by the adoption of similar programs in their home states. The University of South Dakota at Brookings has established, under the auspices of the Department of Agricultural Journalism, directed by Mr. George A. Starring, a press service which will doubtless have enthusiastic acceptance by the printers and publishers of that state.

"The South Dakota Rural Press" is the title of the monthly bulletin issued under Mr. Starring's editorship. The following lines of service will be included in the service offered:

1. A limited amount of farm news.

2. Suggestions for using the special features of agricultural news to best advantage.

3. Special stories intended to stimulate the editor's business.

4. Special stories to stimulate general community uplift.

5. Short items telling what other South Dakota editors are doing.

6. Much of the information will be personal to the editor. His own judgment will determine what he desires to pass on to his subscribers.

Mr. Starring is a firm advocate of the increased use of local newspapers by advertisers and in the issue of the "Rural Press" for January makes the following observations:

"Advertisers are learning that the local newspaper gets closer into the life and soul of the family than any other publication."

"The next great business opportunity for weekly publishers is in advertising of farm machinery to farmers, farm products to consumers and household conveniences. This will supplement farm paper advertising and connect local dealers and distributors."

Mr. Starring is completing a survey of South Dakota newspapers and reports that over a hundred questionnaire blanks have been returned to his office, containing information that will soon be tabulated and reduced to a form which will permit the making of certain deductions that will provide some illuminating information.

The service of the University of Washington in behalf of the newspapermen of that great northwestern commonwealth has previously been described in these pages.

"Team-Work"—a magazinelet issued by the Globe-Democrat of St. Louis, aims to propose practical ideas and plans by which the local newspapers of Missouri may get and hold more advertising. The publication is brimful of "pep" and originality and the printer-publisher who is unnable to find gainful suggestions from a perusal of the pages of "Team-Work" deserves classification with the unfortunates.

"Building Trade With Farmers," issued by the Retail Service Bureau of Successful Farming, Des Moines, Iowa, has struck an angle which has possibilities of limitless advantage to the resourceful printer-publisher.

The following statement by Mr. E. T. Meredith, Publisher, outlines the service for country publishers:

"Building Trade with Farmers," our Retail Advertising Service for country newspapers, is a complete

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advertising and electrotype service for the benefit of your local merchants covering the standardized trade marked goods they handle which are advertised in Successful Farming.

"Our idea is to supply you, through Building Trade with Farmers, with reproductions of sample advertisements covering those goods and to tell you where you can get the electrotypes and copy suggestions necessary for the advertising of your local merchants without cost to you or to them. This service puts you in a position to give your merchants effective local advertising service, without charge.

"We also endeavor to furnish you with advertising arguments and material in the shape of business success stories, articles and editorials that you can use to advantage in your own solicitation among your merchants for local advertising.

"In addition to this, our Building Trade with Farmers columns are always open to country publishers for the discussion and interchange of ideas concerning local advertising problems. Likewise the personal service of our Successful Farming advertising experts is at your disposal through our Retail Service Bureau. Make use of this privilege whenever you wish.

"We appreciate the value of the country newspaper as a local advertising medium. And we recognize the important part the local advertising over the names of your merchants can be made to play in the distribution of goods for which manufacturers are building reputations among farmers, through advertising in Successful Farming.

"When you secure more of this effective local advertising, your merchants will sell more of these standardized trade-marked goods and make more profit. That means that you will profit through additional advertising from them. The manufacturers will profit because of the increased sales. The farmers in your community will benefit because they will be assured of goods that can't afford to be crooked And Successful Farming will profit because of having rendered this service. That is why we are furnishing you this service without charge."

ORGANIZATION—THE MODERN NEED FOR THE INDUSTRY

Organization is the modern need for the printing industry and the printer or publisher who fails to recognize the benefits and opportunities derivable by active participation in the promotion of the success of others as well as himself is disqualified from being classed as among those who are worthy of the greatest success.

The United Typothetae of America, the National Editorial Association, and other organizations of printers and publishers functioning upon a national basis, deserve the coöperation of members of various local, county and state associations. Legislation affecting the industry in every department of activity is needed. Abuses of long standing require correction and it is only by bringing pressure upon a national scale that the improvements necessary may be effected.

Among the best reasons that may be given for joining a national organization are those which have been advanced by the United Typothetae of America. A few of the reasons given are as follows: "A trade organization is a mutual affair. It is composed of individuals and firms engaged in the conduct of a certain line of business. The United Typothetae of America is a mutual association supported morally and financially by those printers who believe in the future of the industry and in the necessity of cooperating in all things that make for its growth and betterment.

"It is quite evident to all that these same printers acting separately and independently could not begin to accomplish for the industry what they are able to accomplish by the closest coöperation and association together in the organization activities.

"Every time the committees representing the United Typothetae of America are able to encourage, foster and accomplish any bit of constructive legislation, or on the other hand, prevent destructive legislation, they have performed a service of incalculable benefit to every other firm or individual engaged in the industry.

"It is manifestly unfair to them and at least an indirect expression of ingratitude when printers fail to stand back of these men and their laudable work. by neglecting to support the organization these men represent. It is against the sense of American fair play. Now that the government has announced that hereafter it expects to continue the encouragement of trade organizations and to deal with these organizations rather than with the individuals in an industry, printers from all over the country are coming forward and volunteering not only their time, but their money to upbuilding and supporting the one great trade organization of employing printers, the United Typothetate of America.

"No printer can afford to stand back and avoid any portion of the burden of carrying on this work of betterment. He owes it to his fellow printers and to himself to join shoulder to shoulder with them and contribute his small share of time and money necessary to carry out the big, broad, constructive program for business betterment that is now being offered to the printers of the country by the United Typothetae of America—a program which never heretofore has been offered."

NEWSPAPERS AND PUMPKINS

By Edgar White, Macon, Ga.

AT a meeting of the press men of North Missouri, at Macon, the last of December, Mr. Charles Weisenborn, business manager of the Macon Daily Chronicle-Herald, read a paper which he facetiously titled, "Newspapers and Pumpkins." By a comparison drawn within his ken, Mr. Weisenborn showed how all products of the farm had advanced by leaps, while those who were enjoying the fruits of the increased price bitterly protested against anything like a similar increase in newspaper subscription rates.

The meeting was called by the writer for the purpose of getting together on a system that would secure greater stability to the newspaper business during the year 1919, and bring to the publisher a return for his work commensurate with that enjoyed by other businesses. One member pointed out that while almost every other business enterprise in his town had enjoyed unsusual prosperity in the era of advancing prices, he barely managed to keep his paper going. There is no doubt that most country publishers had the fight of their lives in 1916-1917 because of the upward climb of material and the shortage of labor. Now that conditions are better understood, the press men hope to meet and overcome them. One plan proposed was for the newspaper publishers to summon the commercial men of their town to a meeting, and there lay the situation before them, demanding their right to a larger and more remunerative patronage on the strength of a pledge for increased service. The man introducing the plan said the editors themselves were largely to blame for their failure to promptly take hold of the situation with a demand upon their customers equal to that made by other concerns under the lash of advancing prices.

A committee was appointed to draft resolutions expressing the publishers' viewpoints, and another meeting to adopt the plans proposed will be held during the winter.

Mr. Weisenborn's paper, which seemed to hit the publishers in a receptive spot, was as follows:

Somebody has recently called attention to the fact that twenty years ago Country Newspaper publishing was hardly considered a business. But now, or at least during the last ten years, and especially during the war, it has taken real business methods to carry the country publisher over. Now there is hardly a local movement or a question of local importance that comes up where the opinion of the publisher and the attitude of his newspaper are not considered important factors. A comparatively few years ago the attitude of the local banker decided a great many questions of local moment. Today the publisher stands right up beside the banker and frequently ahead of him.

A large part of this is due to the class of men who have been attracted to the Country Newspaper business. Whatever may have been said of them as business men in the past, it is generally admitted now that as moulders of public opinion they have been real factors, and that after all has its direct bearing on the business end of their publications.

'Way back forty years ago, the publishers began to solicit farmers to subscribe for their paper. Those were hard times and the price of the paper was fifty cents to a dollar a year. From one farmer they would take in trade twenty-five pounds of dressed beef for a year's subscription. This farmer is dead, but his son would want us to send the paper for four years for the same amount of meat. He has "raised" and so has every other business, while the publisher has practically stood still.

From other farmers the publisher took in trade forty pounds of dressed pork for a year's subscription. That farmer is also dead and his son would want us to send the paper four to six years on the same kind of a deal.

From another farmer the printerman got twenty dozen of eggs for a year's subscription. If that farmer is still alive he would want us to send the paper nine years to make even.

The relative value of the papers and the eggs is the same, only while the publishers have dragged along at nearly the old price the farmers have raised their prices at a gallop. The farmer was smart enough to notice that the gold-digger is working only a quarter as hard for a pound of gold and lets go of it accordingly, and he caught on and raised his prices.

Several of the farmer readers in the old days traded a cord of wood for a year's subscription. From another farmer the editor got ten bushels of corn for a year of the paper. We would like to repeat that. The publisher could stand this sort of thing if he did not have to make the paper pay expenses. But even at one dollar per year straight it is a losing game as the thousand or more papers that have quit the game amply prove.

Country weeklies ought to be $3.00 and dailies $6.00 a year to be on a footing with the price of farm and other products forty years ago and to support themselves when advertising fails, or gets "thin." Perhaps some day they will get up there, but it seems like a long climb, everything is changing, and we also must change. It is necessary that we forget or neglect much of what we have been taught was im-

portant. The war has brought about new conditions and the country publisher must meet them. Life is to be different from now on. Business is to be different, so different that we must learn it all over. Advertising must be different, selling must be different. Goods must be different, and differently handled.

The pulp and paper section of the war board made rulings which have only recently been lifted, but a number of the rulings are recommended by the board to be continued by country publishers, and if they are the publisher will be greatly benefited. One of the most important rules to the country publisher is the requirement of paying in advance for subscription.

There are many publishers who would carry unpaid subscriptions along for five or ten years, and this gave the public the idea that it is not an important thing to keep subscriptions paid up. Newspaper publishers dislike to keep punching up their subscribers. But other concerns that depend upon collecting a lot of small bills, like electric light, telephone and water companies, find it absolutely necessary to have these payments made regularly. If you do not pay every thirty days, many of these companies will discontinue their service and put you to a great inconvenience.

Newspaper publishers are too lenient. It would be a good thing if they would get together and carry out a uniform policy of discontinuing of unpaid subscriptions, although the Government has raised the restrictions.

The newspaper ought not to be put to the annoyance of collecting a lot of neglected bills. So if people could regard the bill that comes only once a year for the annual subscriptions as something having real importance which should be attended to as one would a telephone bill, it would promote the usefulness of the newspaper and help it to serve the public better.

Referring to the meeting of country publishers today will say that successful business houses depend largely upon the papers in their territory in most of all their campaigns for business, which naturally constitutes the backbone of the success in these campaigns.

But a backbone without ribs does not amount to very much more than ribs without backbone in the making of a man. Just so each paper in the county working alone will fall far short of the effectiveness they can show when working together.

This meeting today of the publishers reminds me of the Fog Bell. One stroke of the bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog on the darkest night cannot long conceal its whereabouts. Likewise a single meeting of the publishers compared with regular and systematic meetings is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgotten.

NEWSPAPER INSURES EMPLOYES

The Detroit News is, so far as its publishers know, the first publication in the United States to insure its employes, and to assume, in so doing, the entire risk involved. Announcement of the insurance was the News' Christmas present to its 509 employes; and the policies, which become effective January 1, 1919, furnish $1,000 protection to all who have been employed a year.

It is deemed essential that in the wise application of this plan all responsibility for its execution should be assumed by The Evening News Association rather than an underwriting insurance company," said the announcement of President George G Booth, which was mailed to the home of each employe. "The News decided this measure would be an appropriate recognition of the co-operative principle and a seasonal evidence of good will toward each member of the organization in which also friends and members of all families interested may share."

Provision is made for the continuance of the policy in full effect so long as the insured is regularly employed by the News; and further, the protection continues in the event of the illness or disability afflicting an employe so as to prevent remunerative occupation.

Employes not yet with the News a year will come under the provisions of the gift as rapidly as they reach the "milestone," and hence they, too, received the attractive holly-clad folder, bearing in addition to the announcement a photograph of the now famous new building and grouped portraits of the executive staff.

FIFTY-THREE YEARS A NEWSPAPER EDITOR

Mr. R. Wm. Waterman, of Athol, Mass., has the enviable record of fifty-three years as a newspaper editor in Massachusetts and has attained the age of eighty-three years. He founded the Worcester West Chronicle in 1866.

Mr. Waterman has always been actively identified with organization work and is well known among members of the National Editorial Association. He was the originator of the New England Suburban Press Association founded in Athol in 1881 and was its first corresponding secretary, holding that position continuously until its merging into the Massachusetts Press Association a few years ago.

In a letter to the editor of this journal, Mr. Waterman says: "I see a number of my exchanges are giving me the honor of being the oldest newspaper editor and publisher in Massachusetts. This I do not claim, but I think I am the oldest in *continuous service,* 53 years without a 'skip'."

REVIEW OF JOB PRINTING

Address all communications to Alfred R. Gardner, 4610 Ravenswood Avenue, Chicago, Ill.

THE year just closing has been a most trying one for many printers; a few favored ones have made a little money, but the majority have done well to play even. With peace well under way and business again seeking its accustomed channels, printers should almost immediately begin to look for increased orders and new customers.

Prices will undoubtedly remain high—they may even go higher. It is very doubtful whether the cost of labor will come down and so long as it does not, everything else must, in the natural order of things, remain high.

Business is bound to boom, at least for a few years, so go out and get your share, but get it at a price that will leave you a good margin of profit. There is no need of price-cutting. There is every prospect of enough orders for all, and if printers do not lose their heads in an effort to grab off too much they will be all right. And this does not apply to the little fellow any more than the big ones; in fact, some of the worst offenders in the way of price-cutting are the big fellows who make the loudest noise about adhering to the scale.

Increased business ought also to give you a better line of specimens for this department and as conditions improve we hope to see more of them coming this way.

* * *

In making catalogues or folders containing illustrations of irregular shapes it is sometimes quite difficult to decide just where the plates should be placed on the pages.

When considerable type matter accompanies the plates the printer may be compelled to put them where he can, but when the accompanying text is limited they should be placed in a uniform position on the pages.

Especially is this true of pages facing each other where the plates illustrate different views of the same article or similar articles.

It is customary among printers to use some point on plates of this kind as a base and line them up accordingly, but unless this point is correctly chosen the plates are quite liable to bob up and down when the work is finished.

The writer finds a good aid to this work in the plan illustrated in Fig. 1, which shows a page from a catalog of engine lathes. As the pages in this catalog (or any other) are turned, the plates should appear to stand upon the same floor level.

To obtain this, draw a line along the top of the front V of the bed as shown at A; divide in the center of the plate. Then measure down from this center for your base line, B.

Choose a plate for your standard that is about the average depth. The base line should in every instance be the same distance from the bottom of the page, and the distance between the base line and the center of the plate, on the line A should always be uniform.

If this plan is followed you will find that regardless of the angle from which you are viewing the machinery it all appears to stand on the same level, although no one prominent part of the machine may line up with the machine facing it.

This general scheme may be followed with almost any line of plates where the outline is irregular. It also affords a means of centering the text on the plate. In this instance it will be noticed that the type is not quite in the center, although without the lines this defect would not be noticed.

The figures on the lines in the illustration represent picas and enable the makeup to secure uniform justification. Where several men are working on a job, each should be furnished with a sheet showing the measurements that must be uniform.

Pages made up according to this rule will give no trouble in locking up and there will be no need to change position of the plates after the forms are on the press.

If considerable data is to be added on a part of the pages, there is space between the caption and folio on the page shown (about 65 picas wide by seven picas deep) in which to place two very wide columns or three more easily read ones of text matter without altering the general uniform appearance of the catalog.

The sketching shows the extreme width of matter which would be permissible on a page of this kind. The fact that a page might carry no descrip-

tive text is not a reason for dropping the base line below the standard.

Of course, when changing to a different line of work; for instance, from lathes to milling machines, a new standard of measurement will have to be adopted, but the same general rule will hold good throughout a booklet or catalog.

Keeping the margins uniform is another point that sticks many a good printer. In fact, there are some things about margins on which even the best typographers will not agree. In our second illustration we are reproducing three pages from a booklet issued by the American Rolling Mill Co., and which is one of the best specimens of printing received during the year. It contains about eighty pages, 7¾ x 10½ inches; printed in three colors on ivory white cameo plate stock. The halftones and text are in black, the borders, rules and ornamental pieces in orange yellow and the trade marks and initials in blue.

Pages 32 and 33 show two facing pages with entirely different margins, yet both are approximately correct. Page 32 shows two cuts and border with margins very nearly correct according to the best practice. On page 33 the top of the running head, "The East Side Works," line up with the top of the ornamental border on page 32 and the rules underneath with the rules in the border opposite. The head, "Central Power Plant" is lined up with the top of the halftone facing it.

The text on this page and the ornament beneath it are approximately the same width as the halftones and therefore the margin at the bottom is the same as that beneath the halftone, omitting the border and caption. The blue initial is set in the margin.

Page 65, by reason of the wide, ornamental border on the lower portion of the page offers a chance for dispute as to the correct position. Many printers will claim it is best placed as shown in the illustration, but in this position it does not harmonize with the general style of the book.

The writer's opinion is that because the borders on the two facing pages are the same width and the same color they should line on the bottom. This would make it necessary to supply additional copy to fill the extra space at the top or drop the text below

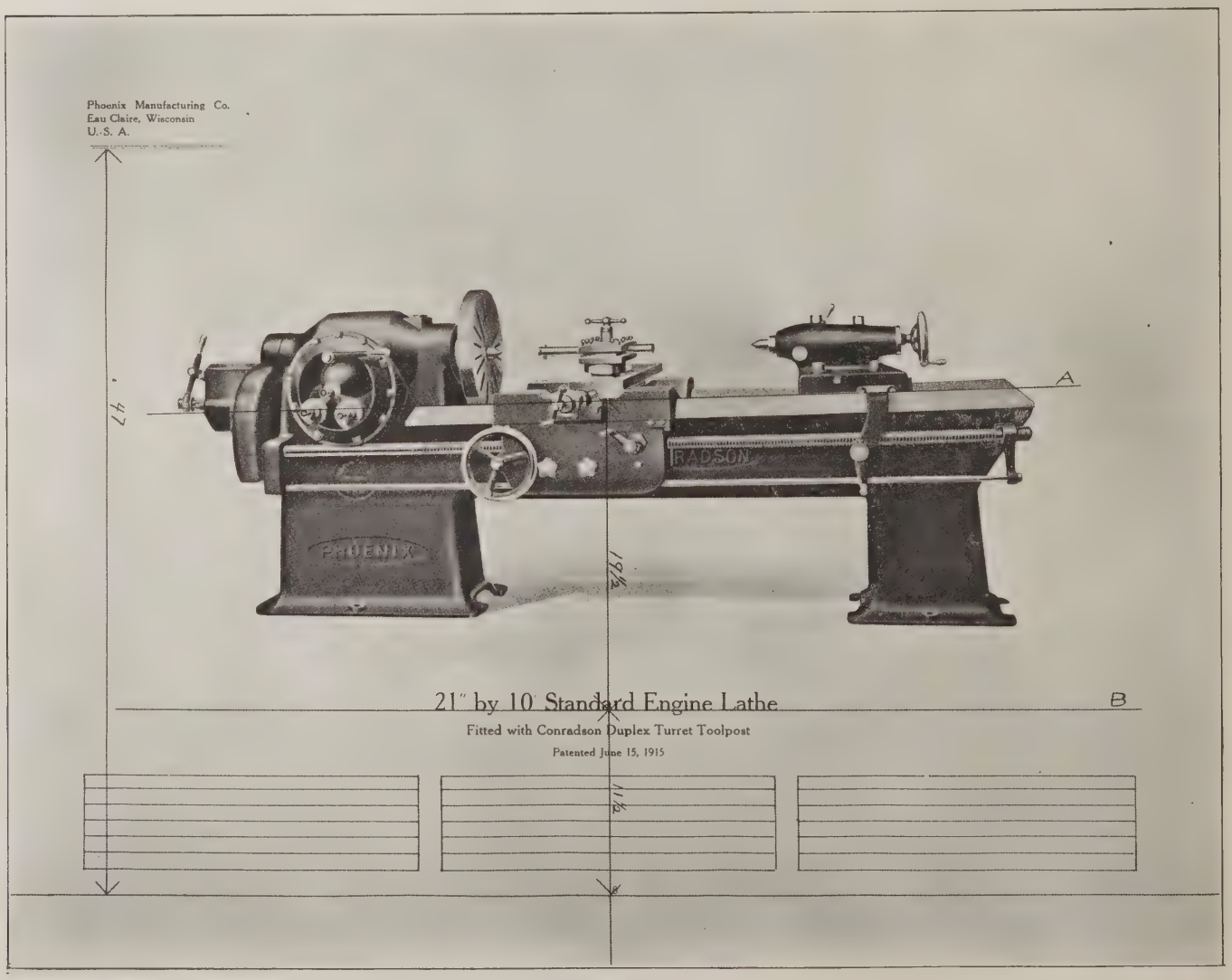
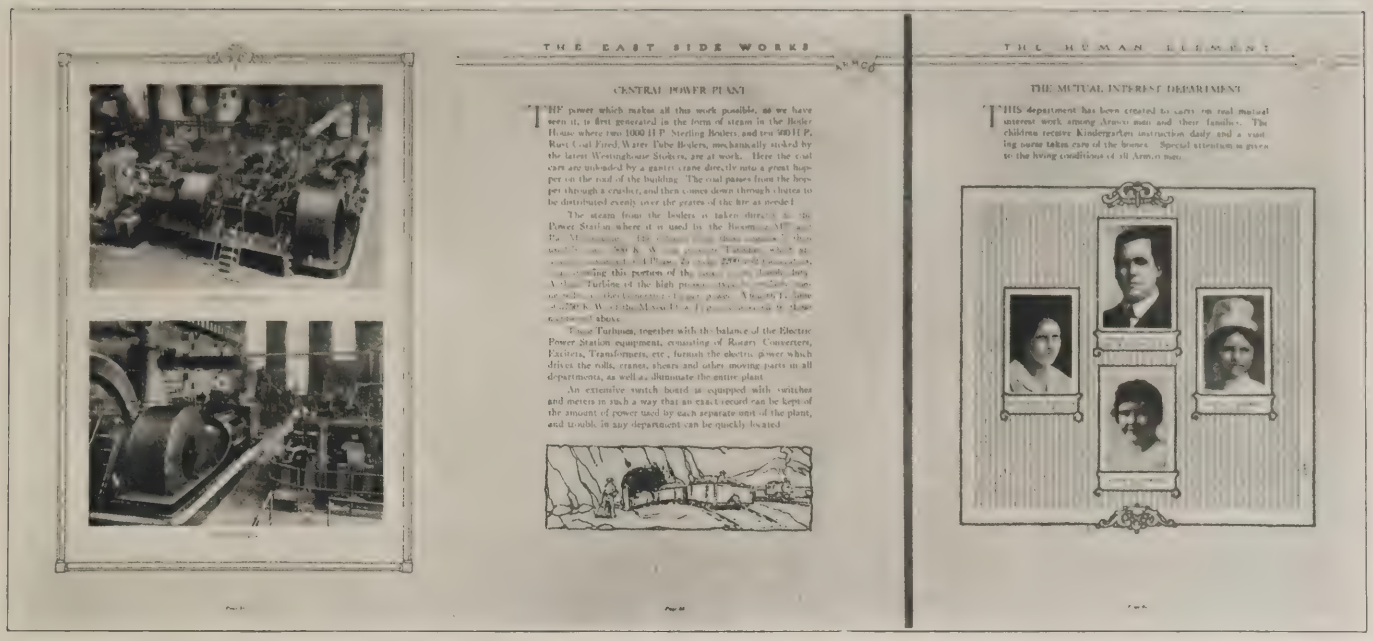


FIGURE No. 1


THE EAST SIDE WORKS

CENTRAL POWER PLANT

THE MUTUAL INTEREST DEPARTMENT

FIGURE No. 2

its regular position, which should only be considered as a last resort, and even then would leave the page no nearer correct than it is at present, although taken individually it would probably look better. The correct solution is to supply the extra copy.

* * *

One of the best war cards we have seen comes from the Perry-Estabrook Press of Cambridge, Mass. It represents a big fat hog, with the Prussian helmet and crossbones, who has been licking up bleeding France and Belgium, caught just back of the jowls between the bayonets of the U. S. and Allies, making escape impossible. Above are the words: "Unconditional surrender."

* * *

Some of the literature sent out by paper manufacturers contains a lot of information aside from prices and quality that is valuable to printers and is deserving of larger circulation. Among the good things we found, recently, was the following from the Strathmore Paper Co., of Mittineague, Massachusetts:

"Paper is to printed matter what scenery is to a play. It makes the background for everything that's said. And, like stage scenery, it has a message of its own. It can say "cheapness," for instance,—and ruin a booklet's performance. But, with less dire results, ill-chosen paper will mar the appeal of a booklet by suggesting the wrong idea. A delicate paper belies the text of a booklet on structural steel—a rugged paper hinders the writers description of delicate, feminine apparel.

"But these are obvious examples of the wrong thing. Paper can be so selected that it not only avoids jarring with a booklet's appeal, but actually aids that appeal by subtly expressing and re-iterating the same thought.

It should be remembered that the paper makes at least 50% of the effectiveness of your printed matter. 50% is physical—what you see and feel. Texture, color, weight, and the size and proportions you give the printed form, speak a language of their own that will either agree or disagree with your text matter.

"It is important to have these things say the right thing—the thing your text matter says—the very least, that suggests its 'atmosphere'."

* * *

A number of large printers are successfully using the Ludlow Typograph in their composing rooms in an effort to keep down the cost of composition. This machine comprises a system for composing and casting display type on slugs.

As now made it will cast display faces up to 48 point, with no limit to the length of line. The "mats" and machine are simple in construction, and calculated to withstand the hardest wear without deterioration. Any compositor can operate it after a few moments' instruction and its use is therefore not limited to any one operator. With this method your composition is on an absolutely known cost basis, for you distribute as you go, leaving no overhead expense to eat up the profits. There is no hunting for sorts or material. You print every job from new type and push the whole thing into the metal pot when it is dead.

The Mergenthaler Linotype Company, which is putting the machine on the market, already has a good variety of type faces in Ludlow matrices available, and are constantly adding more. The installation saves about 50% of floor space over hand composition. An examination of specimens of work done on these machines shows results equal to that obtained by other methods of composition so far as quality is concerned and according to some of the largest users they effect a saving of time.

* * *

Several firms in Worcester, Mass., are coöperating in putting out a series of folders to advertise their

products and the city in which they are located.

The last number is printed in poster style from flat tint plates and in spite of the fact that only three colors are used, each page has an individuality which makes it stand out from the others.

The back page is a poster picture of Clara Barton, the founder of the Red Cross in America, who by the way, was a native of Worcester County. The footnotes on each page are quotations from various sources relating to the Red Cross with the American Army. The manufacturers feel that they could thus make their advertising do its bit for this organization, particularly as the folders will be sent out to help along the Christmas Membership Campaign. They were designed and printed by the Davis Press of Worcester.

* * *

"A Feather in Our Cap" is the title of an excellent piece of printers' advertising by the Charles Francis Press, 461 Eighth Avenue, New York. It is 7 x 10 inches in size, case bound, and printed in three colors. The cover is in three colors with a bright red feather stuck into the cap, which forms a part of the design.

The book contains reproductions of letters received from customers of the firm and illustrations of the work produced. Altogether it is a most noteworthy piece of printing. We quote the following from their introduction which tells the story in their own words:

"Modern advertising and selling sometimes seems to us to discount one of the oldest principles of all business.

"Sometimes—so it seems to us—it tends to place too much emphasis on what it calls 'smart' publicity—to throw too much energy into things that are merely 'new' or 'clever.'

"Our own idea is that the very best advertisement, the very best salesman any business can have is a perfectly satisfied and thoroughly pleased customer.

"Our way of doing business is to satisfy our customers with the quality of the printed product we turn out for them, and to please them with the service we give them in producing it.

"Now, we have never done business with you—but we want to.

"We might write you a letter every few days, or send you some kind of 'smart' advertising frequently, or have a salesman call on you regularly and tell you about our facilities and service.

"But could we write or print anything that would be as compelling? Could a salesman say anything that could possibly be as convincing? as the testimony of well-known customers who have done business with us for years, because we have so well met their high-class requirements and so highly pleased them with our service."

BEAUTIFUL GREETING CARDS FROM INDIA

Among the most beautiful greeting cards that have reached the office of the NATIONAL PRINTER-JOURNALIST are those from a subscriber in India, the Praja Bandhu Printing Works, of Ahmedabad. The card consists of Christmas and Holiday greetings, printed in English and Gujerati, displaying commendable artistry, as well as evidencing a resourcefulness in the use of a limited supply of materials, which may well be emulated in other countries to the decided advancement of the respect in which the industry may be held.

The use of cut-out panels, blind embossing, ornmentation in gold, ruled border work, etc., demonstrate the best of good taste and respectful appreciation of what art consists.

The use of the vari-colored inks exemplifies the fact that there is a very close coöperation between the composing-room and the pressroom. The presswork itself is of a decidedly superior order and the work of the artist-printer would have been destroyed in its effectiveness if an equally creditable knowledge of what makes for the best in printing were not shown in the machine operation department.

In a letter to the editor of the NATIONAL PRINTER-JOURNALIST, Mr. T. P. Thakor says: "Although considerably handicapped in that work on account of the present War in Europe which is responsible for the almost entire stoppage of the usual supply of paper, ink, and other materials required for them, I shall esteem it a favor if you will be good enough to review them in your widely circulated journal at an early date.

"The printing, embossing, punching, creasing and plate-marking of the samples sent to you, all are effected on the old series treadle machine of Chandler & Price."

Last year at this time the NATIONAL PRINTER-JOURNALIST attempted to reproduce some of these products of the skill of the Brandhu Printing Works and went to the expense of having a large group halftone engraving made of a few of the 1917 greeting cards. The result fell short of conveying an adequate idea of the beauty which was so resplendent in the original specimens. No words of description nor reproductions by the camera of the photo-engraver can adequately convey the true merit of these specimens of the printer's art and an inspection of the originals can only justify these words of praise. If subscribers of the NATIONAL PRINTER-JOURNALIST desire to see one or two of the cards, they will be forwarded upon request to the office of publication.

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

THE annual business meeting of the Minnesota Editorial Association will be held this year in St. Paul, February 21 and 22 According to the constitution of the association, the meetings alternate between Minneapolis and St. Paul.

One of the most important features on the program will be a "Victory Session" Friday evening, February 21. President Moreaux hopes to secure a speaker of national prominence to address the convention on the subject of universal peace and how to secure it among the nations.

The tentative program prepared by President Moreaux is as follows:

FRIDAY FORENOON

Address of welcome, Mayor Hodgson of St. Paul; response, Asa Wallace of the Sauk Center Herald; president's address, A. C. Moreaux of the Luverne Herald; secretary's report, J. E. Casey of the Jordan Independent; appointment of committees on membership and resolutions.

FRIDAY AFTERNOON

"Good Roads," by Rudolph Lee of the Long Prairie Leader; discussion, led by Roe Chase of the Anoka Herald, and Martin Widsten of the Warroad Pioneer; "How to Handle Enlarged Fields," by Will Verity of the Wadena Pioneer-Journal; discussion, led by Howard Bratton of the Faribault Republican, and George W. Christie of the Red Lake Falls Gazette.

FRIDAY EVENING—VICTORY SESSION

Addresses by Former President William H. Taft and by H. V. Jones of the Minneapolis Journal; music, etc.

SATURDAY FORENOON

"Help Shortage, How to Overcome It," by W. A. Clement of the Waseca Journal Radical; informal discussion, five-minute limit; "Increasing Newspaper Revenue," by Phillip Leisch of the New Ulm Journal; informal discussion, election of officers, historian's report, committee reports.

SATURDAY AFTERNOON

Members of the state legislature will be invited to meet with the editors in their convention hall.

The Minnesota Editorial Association is one of the strongest newspaper men's organizations in the country. It has a present membership of 341. It has done a world of good for the newspaper workers of Minnesota.

* * *

Middle Tennessee Editors' League

The program for the January meeting of the Middle Tennessee Editors' League has just been issued by the officers. The meeting is to be held on two days instead of one, as has been the custom, in order that some of the important matters of the day may be given complete consideration. F. O. Wallace of the Courier, Woodbury, is president. The program is.

JANUARY 9

4:00 P. M. Reception at hotel.

5:00 P. M. Business Session. Minutes of previous Meetings. Appointment of Committees. Announcement of Local Arrangements by Ed. Albright, News, Gallatin.

5:30 P. M. "Planning the Development of the League's Work"—J. R. Williams, News-Banner, Murfreesboro.

7:00 P. M. Banquet. Toastmaster—J. N. McCord, Gazette, Lewisburg.

JANUARY 10

8:30 A. M. "How the War Leaves the Country Newspaper Business."—T. C. Price, News, Fayetteville.

9:00 A. M. "Newspaper Reconstruction."—C. T. Crawford, Democrat, Lawrenceburg.

9:30 A. M. General Discussion. Led by Ed. Albright, News, Gallatin.

10:00 A. M. Report of Committee on Nominations.

10:15 A. M. "The Paper Situation."—R. M. Clements, Clements' Paper Company, Nashville.

10:45 A. M. "Printing Equipment that has Made Newspaper Work More Profitable."—L. J. Burgdorf, Home Journal, Murfreesboro.

11:15 A. M. "Getting All of the Local News."—R. H. Phillips, Democrat, Waverly.

11:45 A. M. "Local News Women Want to Read."—Mrs. W. B. Romine, Citizen, Pulaski.

12:15 P. M. Dinner.

1:30 P. M. "What Newspaper Service Means."—W. M. Carter, Tribune, Lewisburg; O. C. Wilson, Enterprise, Manchester; S. O. Mur-

phey, Herald, Springfield; Rob Roy, Times, Alexandria.

2:30 P. M. "Maintaining Advertising Interest."—S. M. Alexander, Truth and Herald, Winchester.

3:00 P. M. Discussion. Led by T. A. Havron, Guardian, Tullahoma.

3:15 P. M. Reports of Committees.

3:30 P. M. Automobile trip to historic places and prosperous farms of Sumner County over Sumner County's good roads.

Adjournment.

* * *

Upper Des Moines Editorial Association

The recent meeting of the Upper Des Moines Editorial Association at Fort Dodge was attended by seventy-five newspaper men of the state.

W. P. Wortman, president of the Iowa Press Association was called upon to address the convention in a general way, and as usual, gave the meeting a good start.

A discussion developed afterward regarding the agents' commission business, with all joining in more or less, and a call for Field Secretary G. L. Caswell of the Iowa Press Association furthered the discussion, and he stated that his experience and observation regarding both sides of the commission business convinced him that the advertising agent earned his commission in his service and that newspaper display rates should be made high enough to pay it to him and leave a profit for the publisher.

The following persons appeared on the program with their "shop talks":

Justin Barry, Cherokee Times, "Handling Advertising Accounts."

E. M. Smith, Winterset Madisonian, "Cash Subscriptions."

John W. Carey, Rock Rapids Review, "The City Man in the Country Office."

W. S. Merryman, Fort Dodge Messenger, "Increase in Hour Cost."

I. W. Carpenter, Carpenter Paper Company, Omaha, "The Paper Situation."

G. L. Caswell, formerly of Denison Bulletin, and field secretary of the Iowa Press Association, "Government Regulations." Mr. Caswell led a discussion that brought out lots of information and resulted in the adoption of a resolution favoring the continuation of the cash-in-advance subscription proposition among publishers.

Hal C. Fuller of the Lehigh Argus sang during the afternoon and evening.

An evening program was given by the people of Fort Dodge at the Commercial Club Rooms, and was as follows:

America—all joining.

Violin Solo—Homer Albright.

Community Quartet—Mrs. Horace Smith, Miss Blanche Ashton, B. M. Joy, L. C. Pray.

Saxophone Selections—A. O. Scott and L. G. Collins.

Selected Solo—"My Own United States," B. M. Joy.

Address—James B. Weaver, Des Moines.

Selection—Y. W. C. A. Girls' Glee Club.

Saxophone Selection.

Selection—Y. W. C. A. Girls' Glee Club.

Vocal Solo—Hal C. Fuller, Lehigh Valley Argus.

Battle Hymn of the Republic—Quartette and Chorus.

Community Singing—B. M. Joy, leader.

Hon. J. B. Weaver of Des Moines delivered a very interesting address entitled, "Recollections and Menaces." His rare gift for entertaining was very much enjoyed.

* * *

Association of Employing Printers of New York

A meeting of the Association of Employing Printers of New York was held November 25th.

The meeting was opened by Mr. Charles E. Estey, Director of the Advertising Bureau of the United Typothetae of America, with an address on "The Creation of New Business for the Printer."

The report of the Printer's League Section was given by William Green.

John Clyde Oswald reported that $30,432.32 had been contributed to the United War Work Fund by the Printing Trades Division.

The report of the Open Price Competition Bureau was made by M. L. Griswold.

The following officers were elected: President, Charles Francis; Vice-president, E. M. Seaman (U. S. Ptg. Co.); Executive Committee, M. L. Griswold (Rogers & Co.); M. F. Hurley (Burr Ptg. House); Max Rosett (Carey Ptg. Co.); B. L. Tyrrel (Benjamin H. Tyrrel Co.); member Board of Directors, Thomas E. Geistweit (William G. Hewitt Press).

* * *

Typothetae-Franklin Association of Detroit

A large and very enjoyable meeting of the Typothetae-Franklin Association of Detroit was held December 10th in the form of a dinner at the Fort Shelby Hotel.

Mr. Chas. L. Estey, Director of the Advertising Bureau of the United Typothetae of America, addressed the meeting and told of the plans and purposes of that organization. According to Mr. Estey, we are standing upon the threshhold of the greatest era of prosperity ever experienced in the United States. He spoke with enthusiasm of the future of the printing industry and of the plan to increase

the sale of printing through a process of education.

The secretary gave a report of the activities of the association during the last three months, which met with the entire approval of the members.

* * *

Kentucky Press Association

The mid-winter meeting of the Kentucky Press Association was held in Louisville at the Seelbach Hotel, and the following program was given:

Friday, 10 A. M., called to order by the president, D. M. Hutton, editor Harrodsburg Herald; invocation, Rev. Leonidas Robinson, D.D., pastor of Fourth Avenue Methodist Church; address of welcome, Hon. George Weissinger Smith, mayor of Louisville; response, Col. E. Polk Johnson, life member of Kentucky Press Association.

1:30 P. M.—Address by Judge Robert Worth Bingham, publisher Courier-Journal and Louisville Times; "The Newspaper Business," address by B. F. Forgey, editor Ashland Independent; discussion; 6:30, dinner at Louisville Hotel; 8:00, theatre party.

Saturday, 10 A. M.—"The Free Text-Books," address by Hon. Ryland C. Musick, Jackson, Ky.; reports of committees; 11 A. M., trip to Camp Zachary Taylor.

The editors inspected the plants of the Courier-Journal and the Louisville Times and were entertained by Judge R. W. Bingham at a buffet lunch.

* * *

Texas Editorial Association

The Texas Editorial Association, the membership of which is limited to men and women who have seen thiroy or more years of continuous newspaper work in Texas, has elected officers for the ensuing year as follows: O. P. Gresham, Temple Telegram, President; E. T. Merriman, Corpus Christi Caller, First Vice-president; Sam H. Dixon, Houston, Second Vice-president; Austin Callan, Eagle Press, Corresponding Secretary; Hamp Cook, Houston, Recording Secretary; Arthur Lefevre, Jr., Houston, Assistant to President. The meeting was held at Oakshore, near Rockport.

* * *

Filmore County (Minn.) Editorial Association

The meeting of the Filmore County Editorial Association was not as largely attended as usual, on account of the influenza epidemic. The gathering was held at Spring Valley and was considered a valuable one from both a business and social point of view.

The following officers were elected: President, S. F. Longworthy, Spring Valley Mercury; Secretary, F. J. Ibach, Preston Republican; Treasurer, H. A. Langum, Preston Times.

* * *

The Iowa Press Association is nothing more than a coöperative enterprise to promote better business, standardization of business, good business methods, and protect the newspapers in their dealings with strange concerns and in a general way. Those who fail to belong to it, and those who fail to pay the dues they have contracted to pay toward the organization are in a way trying to wreck the only thing that stands organized and ready to work for and defend them.—*Corn Belt Publisher.*

* * *

Cook County Illinois Press Club

The Cook County, Illinois, Press Club held its annual banquet and installation of officers at the Palmer House, Chicago, Saturday evening, January 11th.

Mr. Frederick Russell Clark talked upon the subject of "Coöperation—The Home Newspaper and the Home People." A musical and dramatic entertainment and numbers by an orchestra under the direction of Mr. Edward Moebius were features. Miss Myrtle Manigen, piano virtuoso rendered selections.

* * *

Seattle Press Club Getting Ready for N. E. A. Convention

The Seattle Press Club is getting ready for the Convention of the National Editorial Association to be held in the Pacific northwest in July, 1919. An interesting article upon the subject appears in "The Canteen," the annual publication of the Seattle Press Club, of which Mr. Frank P. Goss, City Editor of the *Post-Intelligencer,* Seattle, is the author.

Mr. Goss was a delegate from the Seattle Press Club and also from the Washington State Press Association to the annual convention of the National Editorial Association at Little Rock and Hot Springs last year, and made one of the winning speeches which resulted in the decision of the delegates to meet in the Northwest.

Mr. Goss makes a strong plea for the support of local newspaper interests and asks that Seattle pledge itself to match southern hospitality with the genuine western welcome which he and others promised at Hot Springs, Arkansas. Mr. Goss opines that "the success of the convention hinges on the program of entertainment and the schedule of business. It is the hospitality of the communities that are hosts to the delegates that counts for the success of any convention.

"The Seattle Press Club as an organization, and every member as an individual, must share equally the responsibility of making the 1919 convention of the National Editorial Association a memorable event, and as chairman of the Washington committee the writer urges every newspaper man and woman in Seattle to begin now the task of planning for the event.

"A flock of national editors does not shut up shop every day to travel West for the purpose of shaking hands with their fellow craftsmen, and it is up to us to make the hand-clasp so warm that they will come again."

WANTS N. E. A. TO TAKE TRIP ABROAD

Mr. Roy A. Stacey, editor and proprietor of the Iowa Falls Sentinel, of Iowa Falls, Iowa, wants the National Editorial Association to journey to the Allied Nations of Europe in 1920.

In reply to a letter from the editor of this journal, Mr. Stacey outlines the plan he has in mind as follows:

"The idea I had was that the newspaper people should see Europe, as soon as convenient and permissible, and that we could do this trip better justice if we went together than singly. It occurred to me

MR. ROY A. STACEY
Editor and Proprietor Iowa Falls, Iowa Sentinel.

that we might be able to make arrangements through the Government at Washington to visit the Allied countries and receive such courtesies as those governments might desire to extend to us; and I think they would do a better job of entertaining us if we went as the National Editorial Association of the United States of America.

"It occurs to me that the trip could be arranged so that the cost would be less than the same journey could be made for in any other way.

"However, I would make it strictly for newspaper men and their ladies, and not permit any but actual workers in the game to go. We want some ladies, of course—that we may have a dance and some fun, as we do at the N. E. A. meetings in this country. My good friend, Joe Mitchell Chapple, would probably be with me on that score.

"We have been swinging around the circle for so many years that a trip over there would be just what we need, and I hope that this trip can be made a reality by the time the 1920 annual tour is held. It probably is too soon now to think of going next spring.

"At any rate, it will give a lot of us some hope to think that next year we can go to Europe—at least those of us who could not go over during the war.

"If I can be of any further assistance to you in this matter, please call upon me.

Yours very cordially,

R. A. STACEY.

PRESS CONGRESS OF THE WORLD TO CONVENE ON HISTORIC DATE

The Press Congress of the World will be convened in Sydney, New South Wales, Australia, on November 11, 1919, the first anniversary of the signing of the armistice with Germany which ended hostilities in the world war. The date was decided upon by Dean Walter Williams of the School of Journalism of the University of Missouri and President of the Congress, who is temporarily in Tokyo, Japan, on a government mission, after he had received the following cablegram from the honorable William A. Holman, Premier of New South Wales:

"The victorious end of the war brings the Sydney session of the Press Congress of the World within easy view and reminds me of the great services the press has rendered in promoting and fostering that splendid international harmony of peoples and principles that that alone, under divine guidance, made victory possible. I look to an early meeting of the Congress as the occasion for completing this great work by promoting better understanding throughout the world and strengthening for all time the friendship of those people who have fought side by side in the common cause. In such manner we may be assured for all time of conditions of democracy and right."

In reply to Premier Holman's cablegram, Dean Williams sent the following:

"I rejoice with you in the victorious and righteous ending of the war. May the Press Congress serve humanity by cementing international brotherhood unto world betterment. I approve your suggestion to convene the Congress, November 11, the first anniversary of the signing of the armistice which brought the cessation of hostilities and turned the world's thought to problems of peace."

An early announcement will be made of the program and plans for the sessions of the Congress, and for ocean transportation.

JOHN MARDER: A BENEFACTOR OF PRINTERS

By Henry L. Bullen

LAST month the NATIONAL PRINTER-JOURNALIST recorded the death of the widely-known veteran typefounder, John Marder, at the age of 83, on his estate at Palisades-on-the-Hudson, New York. To his initiative and enterprise the printers of America and Great Britain are indebted for the point system of type bodies, the benefits of which are immeasurable. He was diligent in business until the age of seventy-three, and passed the last ten years of his life in well-earned ease, with his wife, amid congenial scenes, close to his sons, daughters and grandchildren. It was a well-rounded life, exemplary in every relation, social, civic and commercial. He has lived well, who like John Marder, may meet death as an event

" * * * Beautiful as feet of friend
Coming with welcome at our journey's end."

Some of the facts regarding Mr. Marder's life will bear repetition. Research, since his demise, has furnished additional data and illuminating knowledge concerning historical events of which only meagre particulars were hurriedly gathered for publication in the last edition of the magazine.

John Marder was born in Greentown, Stark County, Ohio, on March 5, 1835. As a boy he helped on his father's farm; at sixteen he began to learn printing in Akron. At twenty-one he went to Davenport, Iowa, where he was employed for three years in the store and printing house still continuing under the style of Fidlar & Chambers. In 1860 he went to Chicago and became bookkeeper for the Chicago Type Foundry, the first in that city, which was in 1860 owned by Charles T. White of New York.

The year 1862 was a decisive one in John Marder's career. Charles T. White retired from business, and sold his Chicago Type Foundry to David Scofield & Co. The "Company" consisted of John Collins and John Marder. John Marder had at about the same time married Frances H. Collins (who survives him) and thereby acquired a helpful father-in-law. John Marder was the managing partner. Two years later the firm name was Scofield, Marder, Toepfer & Co. (John Collins being the "Company"). Herman Toepfer was a typefounder who had established a business in New York, but was induced to go West to strengthen the manufacturing department. He did not remain long, and after he went there was a reorganization.

Mr. A. P. Luse, a printer and one of the proprietors of the house in Davenport which had employed John Marder, became a partner. The firm name became Marder, Luse & Co., and the business keeping pace with the growth of the nation was for many years the leading typefoundry and printers' supply house of the great West. Hundreds of plants now well established and prosperous were outfitted by Marder, Luse & Co. Branches were established in Minneapolis, Omaha and San Francisco. A house organ, the *Chicago Specimen,* was started in 1867. and did much to educate the printers. Some space was given to historical matters, so that this publication is today an important source of information relating to the development of printing in the West in a highly interesting period. There was good service and square dealing.

Another critical year was 1871. The Chicago Type Foundry was totally destroyed in the great fire. Before the fire was under control John Marder was on his way East to obtain new equipments and a stock of types and machinery to start the printing industry agoing again. Solely upon his good reputation the Eastern manufacturers met all his needs. His firm in turn extended credits to the Chicago printers exceeding $300,000, although not one in ten of the re-established printers had any basis for credit other than their good reputation prior to the fire. Not a few of the successful printing houses in Chicago owe their re-entrance into the printing field to the faith that John Marder had in their probity. Needless to say, John Marder secured and held the affectionate esteem of that generation of printers.

So far as printers are concerned, the year 1879 was the greatest in the history of Marder, Luse & Co. The Chicago Type Foundry was re-equipped in 1871 with apparatus for casting type on the old bodies. The manager of its San Francisco house, Nelson C. Hawks, had worked out a point system of type bodies (the system used today in this country and Great Britain) and he in 1877 persuaded John Marder to adopt it. This decision involved the scrapping of a lot of expensive appliances. It practically meant commencing over again. It was a courageous thing to do. After two years of preparation point system types were first cast in America in 1879 by Marder, Luse & Co. Much missionary work had to be done to induce the printers to accept the great reform. Much business was lost, but those printers who were persuaded in turn persuaded others and gradually Marder, Luse & Co., dominated the industry, and one typefoundry after another came into line, until in 1886 almost all American type foundries were casting types on uniform bodies. It was a great victory. Only those who were forced to use the unsystematic bodies of the period prior to 1886 can fully appreciate the enormous saving of time effected in type composition by Marder, Luse & Co.'s American system of point bodies. For his courage

and initial sacrifices in effecting this reform, John Marder deserves a monument. In any occupation other than printing this achievement would be commemorated in some worthy way. There was confusion in heights as well as bodies. The heights used by the leading type foundries varied from .917, .918, .919, to .920 in. Long Primer (the present 10 pt.) varied from .1330 to .1332, .1335, .1336, .1345, .1383 1-3 to .1389 in.

A. P. Luse having passed on, the sole management of the Chicago Type Foundry devolved on John Marder. In 1892 he, with others, organized the American Type Founders Company, of which he was the first western manager. In 1893 he was secretary and treasurer, with headquarters in New York, after which he returned to the management of the Chicago House until his retirement in 1908. Shortly after retiring, John Marder bought a small estate on the banks of the Hudson River at Palisades, a few miles from New York City. There he spent his summers, retiring to Florida in the winters. His sons, John W., Walter S., and Clarence C., were (and are) in business in the East, and this was the determining factor in his choice of a home in which to spend the evening of his life. He met the test of age finely, enjoying good health and maintaining activity until a few days before the end. His leading characteristics through life were sincerity and modesty. He enjoyed the loyal love of a large family. Old friends made pilgrimages to the patriarch of American typefounders. There was nothing to lament in his departure. The time had come, and he was ready and cheerful, and thus passed on at peace with God and man.—H. L. B.

FIVE WISCONSIN JOURNALISM GRADUATES DIE FOR THEIR COUNTRY

Five former students of the Course in Journalism at the University of Wisconsin have given their lives in the service of their country. Three were killed in action in France, and two succumbed to pneumonia in camps in this country.

Alex. Zache, who died of pneumonia on December 4th, in the United States Marine Hospital at Philadelphia, was a graduate in the class of 1916 and was a copy-reader on the Milwaukee Sentinel when he entered the radio branch of the naval service.

Lieut. John B. Nelson, who was killed in action in the Argonne shortly before the armistice was signed, was graduated in 1914, and immediately joined the staff of the Appleton (Wis.) Crescent, of which he was city editor when he entered an officers' training camp.

Lieut. T. R. Hoyer, '12, Syracuse, N. Y., who spent several years in the Orient after graduation, contributed to magazines, and had a novel dealing with life in the Far East ready for publication, was killed last summer.

Two were undergraduates, Lieut. Thomas E. M. Hefferan, '18, Chicago, was killed in action, and Lloyd T. Dolan, '20, Rhinelander, Wis., who died at Camp Greene, N. C.

OBITUARY

The helpmate of one of the most useful members of the National Editorial Association has passed away. The reference is to Mrs. M. P. Rindlaub, the wife of Mr. M. P. Rindlaub, for forty years the publisher of the Platteville, Wisconsin, *Witness*.

Mrs. Rindlaub's demise occurred December 22nd, 1918. Many of the members of the National Editorial Association will recall the happy, wholesome good nature of the woman who has always been a source of cheer and inspiration to the mourning Wisconsin publisher.

Mrs. Rindlaub had been an invalid for over six years. Previous to that time, she and Mr. Rindlaub were regular attendants at the conventions of the National Editorial Association, contributing much to the enjoyment of those occasions. There are few wives of editors who have touched all the better phases of life in their respective communities more profoundly than has Mrs. Rindlaub. Ever since residing in Platteville, Mrs. Rindlaub had been identified with all public movements, religious, literary, social and charitable. For a number of years, Mrs. Rindlaub was treasurer of the Wisconsin State Press Association and was affectionately known as "The Mother of the Association." The deep sense of loss is really felt in newspaper circles of Wisconsin attest the fact that she brought to the office of Treasurer of the Wisconsin Press Association an unselfish and a heroic devotion to duty which had wide appreciation.

Mrs. Rindlaub was a pioneer in the Woman's Suffrage and Temperance movements and plans for educational and social betterment found in her an ardent supporter.

During the last weeks of her life, Mrs. Rindlaub was surrounded with her family, consisting in addition to her husband of the following: Drs. John and Elizabeth Rindlaub and Mrs. J. D. Wooledge of Fargo, North Dakota; Mrs. J. H. Robertson of New Haven, Connecticut; Mr. W. M. Rindlaub and Mrs. Gertrude Rindlaub Morris of Platteville, and Captain Martin P. Rindlaub, Jr., now located at Camp Grant, Illinois.

BUSINESS MANAGER CRAWFORD DIES

George Marshall Crawford, Business Manager of the Capper Publications, died December 9 of pneumonia, following an attack of influenza. Mr. Crawford was the son of former governor Samuel J. Crawford of Kansas, and brother-in-law of Governor Arthur Capper. He leaves a widow, a daughter and a son, Lieutenant George M. Crawford, now in France. He has been connected with the Capper publications for twenty-one years.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

IT has long been my opinion that a newspaper should be a self-supporting thing—requiring no side lines nor outside props nor supports, to make it a profitable business enterprise. This ought to be true not any more of the daily newspaper than of the ordinary home weekly. And that this opinion is not the Utopian vision of a vain idealist is proven by the fact that a few modern newspapers are being successfully operated in that way.

Almost invariably one finds job printing establishments maintained in connection with newspaper offices throughout the United States, and quite as invariably it is to this jobbing department that the proprietor looks for his support and profits. Nine times out of ten the newspaper itself is looked upon as an expensive excuse for being in business—a branch of the establishment which shows no profits, but which merely gives to the proprietor some prestige and influence in the community.

Naturally, therefore, nine times out of ten, it is in his jobbing department that the average printer-journalist evinces his principal interest and expends his principal talent and energy. The result is that the newspaper is neglected or slighted in its making, that more time and attention may be devoted to the more interesting and inspiring, because more profitable, job printing department.

That this is entirely wrong any fair-minded newspaper man must concede.

I do not know as I would dare declare myself in favor of a complete and universal divorcement of the two branches of the industry—newspaper making and job printing—but well enough I do know that only in the event of such an innovation will the newspaper business generally rise to the eminent degree of importance and profit where it rightly belongs.

In the first place, to make a newspaper, and make it right, requires all the time, energy and ability that the average mortal possesses, without adding the heavy cares and problems of a job printing establishment. The man who makes a good newspaper has a man's job on his hands, and he can easily find something essential to be done for the good of his newspaper, and, therefore, for the good of his business, every minute of six full days out of every week within the year. If he conducts a job printing department in connection with his newspaper work, he is simply under the necessity of robbing the one to pay the other, of such time and attention as he is able to give the latter.

It is argued, of course, that it is good to combine the newspaper with job printing in country fields, because neither alone would prove self-supporting in some places; but in rebuttal I offer that no field which is unable to support a newspaper to the point of profitableness to the publisher has a right to have such an institution, and the fewer there are of such newspapers, struggling along from year to year at the expense of a connected job printing department—such newspapers as must needs be bolstered up by side lines in order to give the proprietor a scanty living—the better for the fraternity at large.

But, laying every argument aside, let me urge upon all readers of these columns this one big and important fact: If you are publishing a newspaper, whether you maintain a job printing department in connection or not, remember always that you are first of all a newspaper maker, and, therefore, as such, it is your duty to yourself, your calling, and to the public, to give the best there is in you to your newspaper.

Think about your newspaper. Study it. See if there is not something—perhaps many things—overlooked until now, which you can do to improve it. Concentrate—bring your attention upon your business, and your will power into play.

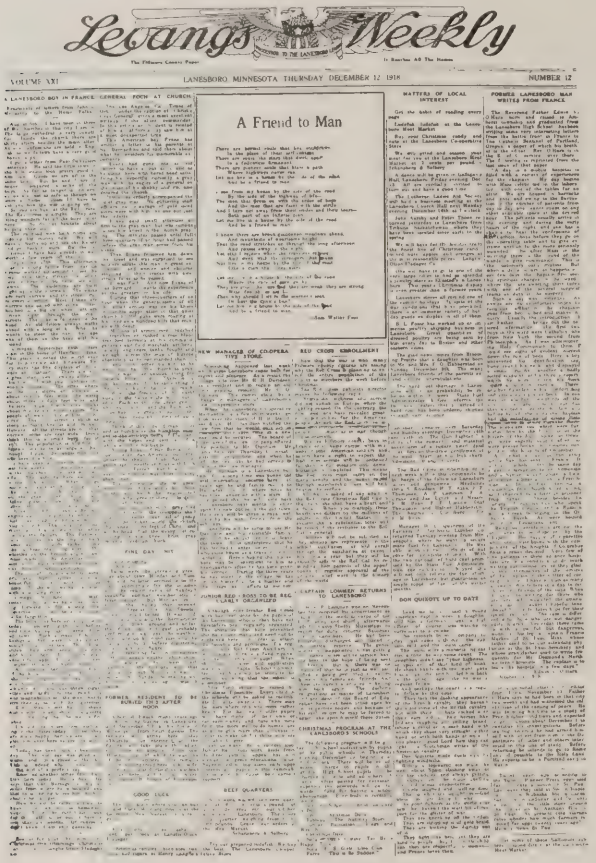
First of all, install a cost system and thus learn the expense of production and the value of time. Fix your rates of subscription and advertising space accordingly, remembering meanwhile that that which is fittest among the inanimate as well as among the animate objects upon this earth, ever survives, while the unfit passes away. Make your paper pay and you will soon find your respect for this branch of the calling rising to a surprisingly high degree. And in the same proportion will your interest in your newspaper increase. After you have done all this, if you have any time left, you may devote that to your job printing department. I am sure I have no objection if you do.

Lanesboro, Minn., November 29, 1918.
Mr. O. Byron Copper, DeSoto, Wis.

DEAR SIR:—I am sending you under separate cover the current issue of my paper and should appreciate your criticism of same.

Yours truly,
O. M. LEVANG.

A paper whose makers are to be congratulated upon the evidence of thought and care in its making, is this Levang's Weekly of Lanesboro, Minn., the neat front page from which is shown herewith in Exhibit No. 1. Contents are superb and the mechanical


Levang's Weekly

VOLUME XII LANESBORO, MINNESOTA THURSDAY DECEMBER 12 1918 NUMBER 12

A Friend to Man

Exhibit No. 1

makeup fashioned perfectly after the "triangular" style advocated so long by this department, (Exhibit 2) is equally pleasing. Advertisement composition is high grade, too, and the presswork is good. One of the especially attractive full page specimens is to be seen in Exhibit 3. In regard to this, I might suggest to the compositor that it is never well to allow a space between panels that is greater than the space between such panels and the border. This is the only defect in this specimen, however. And with reference to the paper, a number of bolder, and a trifle more elaborate, headings, would brighten up the first-page stories wonderfully.

* * *

Devils Lake, N. D., December 4, 1918.

DEAR MR. HERBERT:—I am sending for review of your Mr. Copper a copy of the Journal, containing a four-page ad we take a little pride in. Mr. Copper was in Devils Lake for a time and I think he will recall this advertiser. He will also recall this Journal.

I was grieved to read in the Journalist of the death of our friend Jones who contributed so much to the pleasure of the editorial trip in Arkansas.

Very truly yours,
G. H. BLOOM.

The boy wishes to be remembered to you.

An unanticipated pleasure, indeed, is this present opportunity to view again this one-time contemporary of mine, The Devils Lake (N. D.) Daily Journal, and I spontaneously congratulate Brother Bloom upon the excellent manner whereby he is proving the truth of his slogan—"the best newspaper in the world published in a city the size of Devil's Lake." That the Journal is a bright, fine, readable little daily may be gathered in part by reference to the reproduced front page accompanying this paragraph. (Exhibit 4.) A

LEVANG'S WEEKLY, LANESBORO, MINN. Page Three

A WALLED CITY OF WOMEN

ABOUT FOLKS YOU KNOW

Toys!-Toys!-Toys!

M. K. SKAUG,

AT ALL TIMES

THE FIRST NATIONAL BANK

FREE OIL WORLD

E. P. Gage Co.

The Chicago, Milwaukee & St. Paul Railway Announces

You Can Have Christmas Cheer the Year 'Round

T. J. LUND & CO.

Exhibit No. 2

trifle "loud," maybe, in typography, but in the main, very neat and wholly high grade mechanically, as well as from the viewpoint of news and literature. Unlike the average sheet of this class, presswork and advertisement composition are features slighted not in the least, but on the contrary highly praiseworthy in their excellence. The four-page Mann's department store advertisement is certainly a dandy—as good in point of writing, design and setting as ads of St. Paul or Chicago establishments. (Exhibit 5, 6, 7.) Another really artistic ad specimen from this publi-

cation is that shown in Exhibit 8. But I don't like those periods following the displayed prices. Brother

Fillmore County's Biggest Store
START THE NEW WORLD WITH A BIG CHRISTMAS!
As R. C. U. Merchants We Can Help Make This Christmas An Occasion for Long Remembrance.
Is It Anything in Dry Goods?
Is It Anything in Clothing?
Suggestions for Christmas Dinner
Here's To PEACE
THE RCU STORE

Exhibit No. 3

DEVILS LAKE DAILY JOURNAL
People Cheer, Bands Play, Whistles Blow and Big Guns Boom as President Leaves American On Momentous Mission
NEW YORK GAVE PRESIDENT WILSON TREMENDOUS SEND-OFF—STEAMER HEADS FOR FRANCE AT 11:46 THIS MORNING
PRESIDENT WILSON DOES NOT FAVOR JOINT SEA POLICY WITH BRITISH NOR SUPERIORITY OF ANY OTHER NATION ON SEA
ELEVEN NORTH DAKOTA BOYS IN TODAY'S LIST
KING OF MONTENEGRO CONFIDENT HIS PEOPLE WILL STICK TO HIM
TWO MORE TRANSPORTS ARRIVE WITH SOLDIERS
AMERICAN ARMY MARCHES UP MOSELLE
BOLSHEVIST DESPOTS BURNING AT HANDS OF REVOLUTIONISTS
FOOD SITUATION IN BERLIN MORE SERIOUS
TO REVIVE THE DEAD
FORMER EMPEROR KARL WILL TRY ELECTION
CROWN PRINCE'S ABDICATION DOCUMENTS TO B. PUBLISHED
VERY LITTLE SUFFERING IN GERMANY FROM FOOD SHORTAGE, SAYS MILLER
REPUBLICANS SNARLING AT HEELS OF PRESIDENT RESENTED BY SEN. WALSH
MARSHAL FOCH PRODS GERMANY FOR TARDINESS COMING ACROSS
CABINET MEMBERS SHED LIGHT IN DARK PLACES OF SENATE

Exhibit No. 4

Bloom's wire news-service is complimentary to his enterprise, and, as a closing word of encouragement, let me say his editorial paragraphs are as well conceived and as fair and broad-minded as any I have lately read. Such paragraphs carry conviction.

* * *

Someone has lately been kindly supplying me with specimen copies of Trench and Camp, published by

Exhibit No. 5

the Times Publishing Company (presumably of Tacoma, Wash.) for Camp Lewis. It is a highly interesting and a very well gotten up publication—something unique in its line—and it is doubtless very popular among soldiers in the Northwest.

* * *

As a matter of proof that the Waukesha (Wis.)

Exhibit No. 6

Freeman is a very bright and attractive sheet, take a glance at the accompanying reproduction of the first page of the copy before me (Exhibit 9.) Excellence of contents is equalled only by excellence of presswork, and all other features, mechanical and otherwise, are up to high standards. Generally the

makeup is a trifle haphazard, but, withal, this a creditable newspaper.

* * *

In point of contents, especially, The Canon City, (Colo.) Record, Congressman Guy U. Hardy's paper, is a most remarkable home weekly. I have upon my desk here a copy of the weekly edition, and I imagine there is also a daily edition issued from the office—otherwise I'd be in one of the greatest of

Exhibit No. 7

quandaries to know how such a sheet would be long maintained with the dab of advertising which its columns disclose. There are several details about the Record which might be bettered, as, for instance, the stairstep headlines, many of which are often of a slovenly unequalness of length—but, with such a news-service, and everything else so generally above the average, one must needs be a crank to complain very loudly.

* * *

There is naught very pretty nor attractive about the Manawa (Wis.) Advocate, neither upon the first page, nor upon the other three home-printed pages. Typography of mixed styles and faces and an unsystematic makeup, are a part of the cause of this sheet's unattractiveness. Nor are the contents of this specimen anywhere near that which they should be in a paper published in a town like Manawa, whose business men are according the paper enviable support. There are no editorials in the Advocate, nor correspondence, but, instead, plate matter is sandwiched in among the typed columns. Here, it seems to me, is a specimen that emanates from an office in which, I dare say, the job printing department is far more popular with the force than the newspaper.

* * *

From the portion of the first page of the Maryville (Mo.) Tribune shown together with this comment (Exhibit 9a), it will be observed that a commendable effort to achieve a balanced effect in the mechanical makeup is made. The lower half of this page, however, is not so pleasing, due to the appearance of displayed ads and a triple-column cartoon, which I would have preferred at the top. Why so many small dailies believe they must concede front-page space to a few insistent advertisers is a question. It is a wonder to me that other patrons of these papers do not object and become offended with such a policy of favoritism. The contents of this specimen are very good, and presswork, too, is, in the main, pleasing. Advertising is copious, and, while generally the spaces show hasty construction, among them are a number of creditable examples of composition. One superlative and exemplary feature about this ad-man's work is that he shows a fine appreciation of the efficacy of deep margins and masses of white and carefully avoids overdoing the matter of display.

We are making a
Special Drive
in Men's Made-to-Measure
Overcoats
From
$22.
to
$42.
Of these Special Values we say this.
Search where you may, in town or out of town you will find nothing that "anywhere" approaches them
You can't grasp the real significance of these bargains unless you see them for yourself—Come Along!
BURTSCHER
The Tailor

Exhibit No. 8

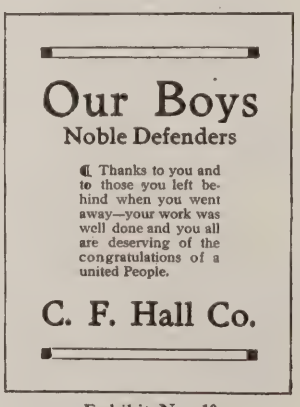

Our Boys
Noble Defenders
Thanks to you and to those you left behind when you went away—your work was well done and you all are deserving of the congratulations of a united People.
C. F. Hall Co.

Exhibit No. 10

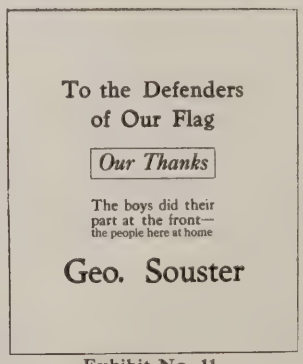


Exhibit No. 11

Rejoice and Give Thanks
TAKE the opportunity tomorrow of expressing your feelings in the satisfactory conclusion of the world's war difficulties
REJOICE with the multitude of people who believe in right instead of might—give thanks for the loyalty of our brave boys and for the patriotism as shown by the fathers, mothers and daughters here at home for the ready responses of every true American
Aug. Scheele Co.
GROCERS

Exhibit No. 12

The Elgin (Ill.) Daily News observed last Thanksgiving Day by issuing a big sixteen-page edition, replete with generous advertisements from local business men, worded appropriately for the occasion. Almost any or all of these fine advertisements might be profitably shown here; but these three will suffice—Exhibits 10, 11 and 12. The compositor should eschew the tendency to underscore display lines, learning that these rules under a line of type, rarely, if ever, have any other effect than to detract from the strength of the type itself. A strip from the top of the first page of this excellent publication ought to prove valuable as a model for the makers of similar papers, hence I reproduce it as Exhibit 13th. Note the harmony acquired even with some typographical variety.

* * *

A good, live, carefully constructed sheet is the Weekly Reporter of Chicago, Ill., with which is consolidated the South End Press and the Pullman Press. Considerable thought is mixed with the making of this paper, and hereafter, I would suggest, more care be used to make both lines of the stair-step heads a little more nearly equal in length. I approve heartily of the make-up man's evident effort to achieve balance in his assembling of the matter in the first page (Exhibit 14), but am at the same time surprised at his neglect to balance the two halftones below the cartoon, instead of running one high adn the other low. One of these is too high, in fact, to avoid the fold. I have admired the department of editorials in this specimen, which reveals some editorial ability. Color is a wee bit light and advertisement composition is just fair.

THE WAUKESHA FREEMAN

WAUKESHA COUNTY'S FINE WAR RECORD!

Exhibit No. 9

THE MARYVILLE TRIBUNE

DRAFT BOARD TO CONTINUE WORK

MAY NOT HAVE CAME THURSDAY

NOT PREPARED FOR ARRIVAL OF PEACE

COUNCIL PROCLAIM CONTROL IN BERLIN

FARM BUREAU WORK HINDERED

THE EPIDEMIC IS NOW CHECKED

G. B. ROSEBERRY SUCCEEDS SELF

Ex hibit No. 9a

THE WEEKLY REPORTER

With Which are Consolidated the SOUTH END PRESS And The PULLMAN PRESS.

SOME PROVISIONS OF TRACTION ORDINANCE ALL SHOULD KNOW

On His Way

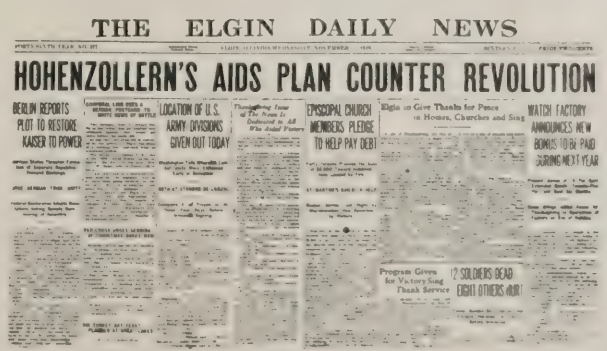
TWENTY-FIVE YEARS OLD THIS WEEK

NINTH WARD WENT OVER THE TOP-PLUS. $2,382,350 LOANED

MR. A. P. CLARK AN EFFICIENT SENATOR

JUDGE OLSON SHOULD BE RE-ELECTED

Exhibit No. 14


THE ELGIN DAILY NEWS

HOHENZOLLERN'S AIDS PLAN COUNTER REVOLUTION

BERLIN REPORTS PLOT TO RESTORE KAISER TO POWER

LOCATION OF U. S. ARMY DIVISIONS GIVEN OUT TODAY

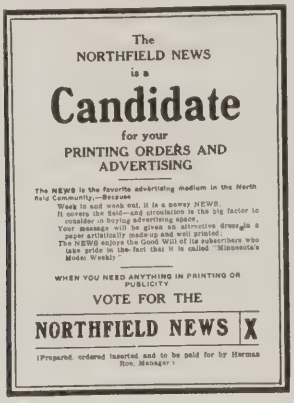
EPISCOPAL CHURCH MEMBERS PLEDGE TO HELP PAY DEBT

WATCH FACTORY ANNOUNCES NEW BONUS TO BE PAID DURING NEXT YEAR

12 SOLDIERS DEAD EIGHT OTHERS ILL!

Exhibit No. 13

A publication which is truly a credit to its town and to the people who make it, is the Northfield (Minn.) News, a copy of the November 1 edition lying before me. This copy consists of ten home-printed pages, each of which is perfectly impressed and replete with as fine an array of contents as was


The
NORTHFIELD NEWS
is a
Candidate
for your
PRINTING ORDERS AND
ADVERTISING

The NEWS is the favorite advertising medium in the North Reid Community.—Because
Week in and week out, it is a newsy NEWS.
It covers the field—and circulation is the big factor to consider in buying advertising space.
Your message will be given an attractive dress in a paper artistically made-up and well printed.
The NEWS enjoys the Good Will of its subscribers who take pride in the fact that it is called "Minnesota's Model Weekly"

WHEN YOU NEED ANYTHING IN PRINTING OR PUBLICITY
VOTE FOR THE
NORTHFIELD NEWS X

(Prepared, ordered inserted and to be paid for by Herman Roe, Manager.)

Exhibit No. 15

ever gathered into the pages of a modern home weekly. It is a pre-election number of the News, is this specimen before me, and its pages are therefore literally and profusely dotted with the various displayed announcements of the candidates for office, hence the appropriateness of the advertisement for the News itself, as shown in the accompanying reproduction (Exhibit 15). While, of course, the abundant and high-class contents of this sheet are

NORTHFIELD NEWS.

VOL. XLII NORTHFIELD, MINNESOTA, FRIDAY, NOV. 1, 1918 NUMBER 44

SEN. NELSON IS A SURE WINNER

GOV. BURNQUIST WILL WIN TOO.

$20,000 ASKED IN WAR WORK DRIVE

PEACE TALK MAKES NO CHANGE

NEW WILL FILED IN MURPHY ESTATE

INVESTIGATION TO BE MADE

ELECTION DAY NEXT TUESDAY

DAVIS PICKED AS WINNER

Exhibit No. 16

chief among all praiseworthy features, yet they are not the only ones. The chaste, well arranged front page (Exhibit 16) is no less admirable, nor is the excellent department of editorials; and the advertisement composition, also, is generally strong and attractive. Such a newspaper is too cheap at $1.50 per year—it ought to sell for $2, at least; and, with the adoption of the "triangular" method of makeup, would closely approach mechanical perfection.

NEW CALENDARS, USEFUL AND ARTISTIC

THE office of the NATIONAL PRINTER-JOURNALIST is in receipt of a number of calendars, all of which are useful as ready reference guides for reckoning the fleeting days

Several are of decidedly artistic character, displaying taste and an ethical sense of proportionate values, which has a pleasing affect upon the beholder.

The calendar from the Duplex Printing Press Company of Battle Creek, Michigan, for instance, is set into a leather holder of attractive design and shape, with the name of the person for whom it is intended, gold lettered on the front of the lower left-hand corner. In dimensions, the holder containing the calendar is only about eight inches wide by four inches high and it can easly become a part of any desk arrangement, once it has found a place therein. A calendar of the current month appears in large black face type of 24-pt. size in the center and calendars for the past month and of the month ahead are shown at either side.

The serviceableness and practical utility of this neat little desk-calendar suggest that characteristic which many printer-publishers have found to be identified with the Duplex Press machinery and service. One may look in vain for the name of the firm upon this calendar. It isn't there. The only mention of the Duplex Printing Press Company is an accompanying engraved calling card containing the name of Mr. I. L. Stone, President.

The one who receives a calendar of this kind, prepared with such great care as to the divine fitness of things, and so evident a desire not to do violence to one's feelings, will not forget the sender. Modesty is a characteristic always to be admired, but not always found in the modern commercial world, which does not generally feel that the virtue can be safely practiced. Trade rivalry is so intense and competition so keen that the need of exploiting ones product upon all occasions, is considered most necessary.

The Duplex Company, however, has other methods of keeping the name of the Duplex Press in the mind of the buying public, one of which, doubtless will be the increasing use of trade journals,—perhaps the NATIONAL PRINTER-JOURNALIST. Who knows?

* * *

The paramount characteristic of the calendar issued by the Globe Engraving & Electrotype Co. of Chicago, is its serviceableness. This feature is significant because of the fact that the outstanding and easily superior attribute of this firm's policy is its service. Customers long ago appreciated this advantage and it is responsible for the substantial success attained under the presidency of Mr. George H. Benedict. To drive the fact home to those who have not been its regular patrons, the Globe Company has

wisely chosen the following phraseology for the heading of each calendar page: "For the best service patronize the Globe Engraving & Electrotype Company."

The figures upon the calendar are easily decipherable from across a large sized room and to one who appreciates a calendar which one who runs may read, the particular one referred to will be prized most highly. As might naturally be expected, the heading of the calendar is artistically displayed with the figure of a man recording an order over the telephone. In front of the man is a reproduction of the globe, from which one may surmise that the service of the concern extends to the limits of the universe, or at least one may assume that the knowledge obtainable upon earth is included in the service furnished by the Globe Engraving & Electrotype Company.

* * *

The H. D. Roosen Co., of Brooklyn, N. Y., with a branch office at 619 S. Clark Street, Chicago, manufacturers of fine printing and lithographic inks, dry colors and varnishes, furnishes a calendar which is of a boldly practical nature with no serious attempt at artistry. With the arrangement of dates for the individual months are included calendars for the preceding and the following month. All of the lettering and figures are set off in black face type so intensely prominent as to render the deciphering easy.

* * *

The Baker Printing Company of Newark, N. J., has forwarded a calendar of simple design printed in four colors, which announces to the consultor of the date tabulation that office furniture, desks, chairs, filing cabinets, house safes, stationery, engraving, lithographing and bookbinding may be ordered of this firm. The Baker Printing Company occupies its own building at 251 Market Street and 69-71-73 Clinton Street, Newark, and is probably one of the largest firms of the kind in the State of New Jersey. The calendar includes many points of merit to be found in those previously reviewed in this article.

* * *

One of the most artistic calendars received is that of the Commonwealth Press of Worcester, Mass. A beautifully printed fly-leaf, or title page, on the outside, covering the arrangement of calendar dates beneath, contains the following verses, throbbing with patriotic spirit, above which appear the Union Jack, the Stars and Stripes and the tri-color of France, in red, white and blue:

THE LAST GREAT GAME OF ALL

"But it isn't playing the game," he said,
And he slammed his books away;
"The Latin and Greek I've got in my head
Will do for a duller day."
"Rubbish." I cried: "The bugle's call
Isn't for lads from school"—
D'ye think he'd listen? Oh, not at all:
So I called him "a fool, a fool."

Now there's his dog by his empty bed,
And the flute he used to play,
And his favorite bat—but Dick—he's dead,
Somewhere in France, they say.
Look at his prizes all in a row:
Surely a hint of fame!
Now he's finished with—nothing to show:
Doesn't it seem a shame?

Look from the window! All you see
Was to be his one day:
Forest and furrow, lawn and lea,
And he goes and chucks it away;
And yet I'll bet he was never afraid,
And he went as the best of 'em go,
For his hand was clenched on his broken blade
And his face was turned to the foe.

And I called him a fool. Oh, how blind was I,
And the cup of my grief's abrim;
Will America's glory ever die
So long as we've lads like him?
So long as we've fond and fearless fools,
Who, spurning fortune and fame,
Turn out with the rallying cry of their schools,
Just bent on playing the game?

"A fool", Ah, no! He was more than wise;
His was the proudest part;
He died with the glory of faith in his eyes
And the glory of love in his heart.
And though there's never a grave to tell,
Nor a cross to mark his fall,
Thank God! we know that he "batted well"
In the last great Game of all.

Beneath the abbreviations for the days of the week appear original aphorisms and trite sentences, of which the following are samples: Sunday, January 5: "It is not necessarily the right road because it's well beaten"; Monday, January 6: "The happiest moment of failure's life—Quitting Time"; Tuesday, January 7: "To some experience is a headlight; to others only a sternlight illuminating the waters of the past"; Wednesday, January 8: "Ask your friend for advice, ask a stranger for charity; ask a relative for nothing"; Thursday, January 9: "Commonwealth Press service treats as important the things the other fellow doesn't think worth-while," etc.

The calendar is tall and narrow in shape—five inches wide by eighteen inches high.

"LINOTYPE TYPEWRITER FACES"

The new Linotype portfolio as above named is an attractive exhibit of the several Linotype typewriter faces and corresponding characters—both separately and by means of specimen-letter inserts, each printed from one of the fonts. The portfolio also contains a well-illustrated explanation of the way to space the matrices in order to reproduce the irregular right-hand margins and other characteristics of the typewritten letter. The nearest Linotype agency will furnish copies free on request.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES
Established in 1883 as "The Printer and Publisher"

Published Monthly by The Ravenswood Press
4610-18 Ravenswood Avenue, Chicago, Illinois

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN S. HERBERT - - - - - Managing Editor
WILLIAM E. HERBERT - - - - - - Business Manager
E. GEORGE ERTMAN - - - - - Special Representative

Official Paper of the National Editorial Association
Member National Editorial Association, United Typothetae of America, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO. ILLINOIS, JANUARY, 1919

The NATIONAL PRINTER-JOURNALIST, in entering upon the thirty-seventh year of its history, acknowledges a keener sense of appreciation for the long-continued patronage of the printer-publishers of the nation and is more determined than ever to be worthy of a larger volume of their support.

The NATIONAL PRINTER-JOURNALIST is the oldest publication devoted to the printing and publishing industry in existence and for a third of a century the same family name has been at the editorial masthead.

The policy of the magazine is to render the greatest possible service to its readers, offering regularly each month, practical suggestions and inspiration best calculated to aid them in their development. The journal is doing its best to deserve the characteristic that has been attributed to it by interested friends:—that of being "a magazine with a purpose." One of the most pleasing compliments voluntarily paid to the journal within the past year by disinterested authority, was as follows:

"No other periodical gets closer to its readers' wants and ambitions. There is 'heart' in the NATIONAL PRINTER-JOURNALIST."

We hope this is true and trust that earnestness of purpose may always be identified as the journal's predominant characteristic.

These words of encouragement have been the source of inspiration and have strengthened the desire on the part of the publishers of being of greater service to the particular branch of the industry of which the magazine has been so influential a part during the past three score years.

It is heartening to recall at the beginning of a New Year that those who have been the friends and readers of the magazine under worthier and better known editorial auspices, have renewed their subscriptions repeatedly and have accompanied their tangible acts of acknowledgment of service rendered, with letters of endorsement and compliment.

We hope to earn the support of many new friends during the coming months and years and trust that the present subscribers will advantage themselves of all opportunities for helping the magazine to an attainment of a larger degree of success. In aiding their chosen trade journal, they will reflexively become beneficiaries.

With the wish that every subscriber and advertiser to the NATIONAL PRINTER-JOURNALIST may enjoy a happy and prosperous New Year, we await with eagerness the privilege of serving an appreciative constituency during 1919 and perhaps for many years thereafter.

* * *

Business in general throughout the United States has adopted a cheery tone. The paper dealers, manufacturers of printing materials and supplies have shown recently a commendable spirit of optimism in all of their trade relations. Several of the leaders in the industry have inaugurated advertising campaigns and are adopting methods for the securing of business here and abroad which may well be emulated by every owner of a printing office or of a newspaper.

The Hamilton Manufacturing Company, for instance, firmly believes that the immediate future will be a remarkable era in the prosperity and industrial activity of this country. The Duplex Printing Press Company is doubling the size of its factory. This same optimism is shown by the Chambers of Commerce of the United States and the attitude is particularly noticeable in a report made to the National Chamber by its Committee on Statistics and Standards headed by A. W. Douglas of St. Louis.

Among other things, the report says: "There are all sorts of forecasts as to the nature and volume of business during the next six months. They vary from a dull winter and a good spring and summer to no business at all until a good harvest matures, or to only a fair business until the reconstruction process is completed, but this seems to be the most popular prophecy, viz.: a period of intermediate length working itself out by common-sense and forethought to a far better era and greater prosperity than ever has been our portion in the past."

In this forecast, the volume of foreign trades plays a large share. The report continues "there has been no hysteria, false economy nor financial panic, nor in fact any of those untoward events which in the past we have reckoned as being the natural accompaniment of the end of a period of prosperity.

"In fact, there is a widespread feeling that the present situation is merely a readjustment and realignment to something far better in the future, when we have surmounted the difficulties that lie directly ahead of us and thus found a firm foundation for greater business, both domestic and foreign than we have ever known in the past." When all has been said, the report declares, "the situation is most re-

markable, even when its uncertainty is taken into account, for its absence of depression, gloom and pessimism."

* * *

The subscriber to the NATIONAL PRINTER-JOURNALIST who fails to read the advertisements contained in each number of the magazine is overlooking an opportunity for self-improvement. The owner of a printing or newspaper office, the man who is working in the composing-room, or pressroom, who carefully notes the advertisements of improved materials and machinery, is bound to become the most efficient and successful. Frequently opportunities are offered by manufacturers whose recognition will be of very material advantage resulting in the adoption of more efficient and expeditious manufacturing methods. The installation of a machine which can produce 50% more work than is now produced under slow and toilsome methods, the installation of equipment which will save floor space and steps, the purchase of tools and material which will result in a higher grade output for which a higher price may be asked will soon prove a profitable investment. In answering advertisements, the mention of the NATIONAL PRINTER-JOURNALIST as the source of information will work no injury to the correspondent and the exercise of thoughtfulness certainly will strengthen the opinion of the advertiser in the efficacy of the journal as an advertising medium.

* * *

The printer or publisher who is keen for his own success in life will appreciate the advantage of having the best trade literature always at hand. Printing trade journals which are published with the avowed purpose of helping their readers to master the problems of management and manufacture are read with avidity by those who are climbing the ladder of success round by round. The "know-it-all" printer, or the "don't-care-a-d—n" fellow, isn't arriving.

No printer or publisher who is at all earnest will overlook the opportunity of benefiting by the experience of others. It is not necessary that every one shall learn how to best conduct his business of manufacturing commercial printing or newspapers, in the bitter school of experience, for many of the most successful in the profession have recorded their lessons and pointed out errors and mistakes, in book form. No printing or newspaper office is complete without a library of books dealing with the practical subjects that are encountered daily in every shop where the click of type or the whirring of printing machines is heard.

The NATIONAL PRINTER-JOURNALIST has made provision for caring for the wants of its subscribers in this direction. Through the Book Department of the magazine, a treatise upon any subject germaine to the printing and publishing industry may be obtained. As sales agent for various publishers, the NATIONAL PRINTER-JOURNALIST is able to place into the hands of everyone sufficiently interested a volume to fit any particular need. This trade-intelligence service is national in scope.

Many publications have been recently issued which are a considerable improvement over anything that have been previously offered to the trade. The authors have proved a right to be heard and their deductions are entitled to respect. As a result of having this enlarged field of choice, the purchaser of books may feel assured of making the best selections. The NATIONAL PRINTER-JOURNALIST is not prejudiced in favor of one or two writers, but through the relationships that have been established with various publishers throughout the country is now able to offer to its patrons an incomparably superior service such as is only securable in the largest metropolitan libraries. The brains of the printing and publishing industry are now open to whomsoever will care to reach out for them. A list of the books sold will be published each month in the closing pages of the magazine and frequent revisions and additions will be made from time to time as occasion warrants.

The Franklin Typothetae of Cincinnati, Ohio, through its official publication, the "Ben Franklin Witness," has issued a statement of a most optimistic nature. The paragraphs following are worthy of the close attention of printer-publisher readers:

"Every indication points to a business revival surpassing any former period. With restrictions being removed that have naturally retarded business interests, plans are being rushed which will awaken commercial life to the fullest extent.

"In an endeavor to obtain first-hand information as to what may be expected by our business houses the executive secretary has been compiling statistics as to printing appropriations from several hundreds of local firms. Replies to these inquiries show that an enormous amount of printing will be required in the immediate future. Many business firms who have been engaged upon Government work are returning to private manufacture and must, of necessity, replenish all office forms which have been discontinued.

"The opportunity of the Printer is at hand. To the firm who will demand a just compensation for his product prosperity will set new records; to those who persist in old methods of competition certain factors will deal in no uncertain terms. The business method of yesterday is as dead as kaiserism—this is a new era, adopt yourself and your business to it."

PRINTERS' INSURANCE COMPANY TO HOLD ANNUAL MEETING

The Integrity Mutual Company will hold its annual meeting at the home office of the company, 220 S. State St., Chicago, Illinois, Thursday, January 23, 1919, for the election of directors and the transaction of such other business as may properly come before it.

The Integrity Company was formerly the Millers' Mutual Casualty Company, a prosperous Department of which was The Printing Trades Division. The Secretary of the Company is Mr. J. C. Adderly. The change of name was necessitated by the rapid development of the Company's business and the extension of its work. In choosing the new name, it was thought best to bring together the ideas of as many individuals as possible. In reply to the Company's offer of a substantial reward to the person who would submit the name and would be successful in the contest, more than a thousand titles were suggested. By a process of elimination, the name of "Integrity" was finally chosen.

NEW INSTALLATIONS OF LINOGRAPHS

New Linographs have been installed in the following offices:

McPherson County Herald, Leola, S. D.; Monticello Messenger, Monticello, Wis.; The News, Cambridge Springs, Pa.; Crawford County Democrat, English, Ind.; The Reporter, Rossville, Kan.; The Marshall County Enterprise, Hardin, Ky.; La Trinacria, 602 Webster Ave., Pittsburg, Pa.; The Star-Journal, Hope, Ind.; The Pioneer, Philip, S. D.

Foreign Shipments

Parsons & Whittemore, four machines, Sydney, Australia; Trygve M. Johnsen & Company, five machines, Christiania, Norway.

RECENT PURCHASERS OF LINOTYPES

The following is a list of recent purchasers of Linotypes:

Royal Oak (Mich.) Tribune; Charleston (Mo.) Enterprise Courier; Denmark (Wis.) Press; Moberly (Mo.) Democrat; Fisher (Ill.) Reporter; Cleburne (Texas) Morning Review; Bennington (Okla.) Tribune; Abbeville (Ala.) Herald; Holly Springs (Miss.) The South; Keokuk (Iowa) Leake Printing Co.; Effingham (Ill.) Republican; Richmond (Va.) News-Leader; New York (N. Y.) Herald; Charleeton (W. Va.) The Charleston Printing Co..; Santa Barbara (Cal.) Daily News; Yuma (Ariz.) Morning Sun; Irvington (Ky.) Herald; Bern (Kan.) Gazette; Concord (N. H.) Patriot; Spartanburg (S. C.) Herold; Mosinee (Wis.) Times; Chicago (Ill.) Jewish Daily Forward; Cairo (Ill.) Citizen; Elkhart (Ind.) Review; El Paso (Texas) La Patria; Hardinsburg (Ky.) The Record Press; Tripp (S. D.) The New Era; Blue River (Wis.) Informer; Washington (D. C.) Railway Mail Service; Waterbury (Conn.) Republican; New York (N. Y.) Up-to-date Printing Co.; Madison (Wis.) Democrat; Bowling Green (Mo.) Times.

New Conditions Face us.—S. C. Dobbs, Vice-president and Sales Manager of Coca-Cola Company, Atlanta, Ga.:

New conditions heretofore undreamed of face us. Old ideas, old methods must be scrapped. The period of reconstruction and readjustment will be trying. First, Washington must strike the shackles from off business. Production must be unhampered in every department of commerce and agriculture. The world must be fed, and that's our job. Under ordinary conditions we produced forty per cent more than we consumed. Not only must production be increased to meet war taxes and to employ labor, but new markets must be opened up. The great dynamo of business—advertising—must be used sanely, convincingly, and liberally. South America needs the products of our factories, but South America must be told what we make and how to get it, and before American bottoms can take American goods profitably, demand and good-will must be created, and that through the medium of advertising.

Greatest Boom in History Coming.—By John F. Barry, Advertising Manager New York Evening Post.

I have talked with automobile advertising men in every great center of the Middle West during the past month, and even when the chances of an immediate and victorious peace were, to say the least, problematical, I found that everywhere the advertising managers were planning big campaigns for 1919, that in many cases appropriations were to be double that of recent years, and the pessimists were few and far between.

The war has put the newspaper "on the map," as far as many manufacturers of the "old school" are concerned. The part played by the newspapers in the giant campaigns of the Government, their great aid in the selling of the war to the masses of the American people—which is officially acknowledged by many Government heads—has done much to bring home to manufacturers in general the powerful assistance the newspapers can lend in the not less glorious victories of peace.

The country will return to a normal basis sooner than many think, and competition—I speak now of the automobile field—will be keener than ever because of the increased output which will follow, as a matter of course, owing to the enlargement of production facilities in the majority of plants, and the keener the competition the more necessity for intensive advertising.

There are, of course, pessimists in the automobile advertising field who have gloomy things to prophecy of the immediate future; they talk somewhat unhopefully of hypothetical labor trouble, of the difficulty they will experience in getting immediate shipments of steel and other supplies, owing to the de-

mand for these products from all parts of the land, and the uncertainty of railroad transportation, but I believe—and I have talked with men in Cleveland, Detroit, Chicago, Toledo, Indianapolis, and other centers—that the pessimists are hopelessly in the minority.

The part played by the newspapers in the various colossal advertising campaigns of the war has done much to establish—what all newspaper men have long contended—that there is no better medium for carrying the message of the manufacturer into the daily thought and life of the people.

THE PAPER SITUATION AT THE BEGINNING OF 1919

By Alexander Thomson, Manager of Sales, The Champion Coated Paper Co.

Now that the war is happily ended, we are confronted with the problem of readjustment. We cannot conceive that either prices or conditions of manufacture can remain indefinitely as they have been, and it is impossible for anyone to say just how drastic the readjustment will be, or how long it will be before this period is over, and what may be termed normal prices are again current.

It may be of advantage to recall that since August, 1914, the purchase of paper has been on a hysterical basis. Much of the blame for this should be laid upon the consumers, who have uniformly refrained from purchasing when they normally would have been in the market, with the result that paper manufacturers would receive in a week or two—as soon as the trade realized that the peak of prices had not been reached—a flood of orders sufficient in volume to run their mills for three or four months. The only recourse of the manufacturer, when he had received as much tonnage as he dared commit himself to sell, or could obtain the materials to produce, was to raise his prices sufficiently to stop the flood of orders for the time being.

Of course there were many other factors involved in the price advances that have taken place since the war started, which are too well known to need enumeration, but there is no doubt that the periodical waves of hesitation during which the trade bought little or nothing, only to become alarmed and purchase hysterically a few weeks later, caused prices to go higher than might have been the case had each one bought paper according to his requirements.

Since, August, 1914, there have been five distinct periods such as we have pictured above, all of which might have been averted, at least in part, by the use of forbearance and common sense. As there is every indication that we are passing through the early part of another such episode we are sending this pamphlet to the trade in the hope that coöperation may prevent not only an exaggerated period of depression, but the wild orgy of speculative buying that must inevitably follow, with the resulting complaint as to poor service and high prices.

The fear of a radical fall in prices can be the only reason advanced at the present time for not purchasing paper that the consumer normally needs.

We hope by reviewing the manufacturing situation briefly, to show what the price situation is likely to be during the next few months, so that any who are convinced that these ideas are correct may so regulate their purchases as to get deliveries as needed and have the added advantage of buying before others, not so easily convinced, come into the market all at one time.

The price of paper, like any other commodity, is regulated largely by the demand for it, subject to the cost of manufacture and the supply that is available.

An examination in detail of these factors may give us some valuable information and lead to a fairly accurate estimate of the paper situation for the next few months.

There is no doubt, as has just been stated, that paper prices for the next few months will be largely influenced, up or down, by the demand. If we can gauge with fair accuracy whether this will be heavy or light, we will have an indication as to prospective prices.

WHAT WILL INFLUENCE DEMAND IN THE NEAR FUTURE?

The most important factor involved, as far as high-grade book paper and coated paper are concerned, is the fact that literally thousands of factories and corporations which have been so busy with war orders that they have not issued a catalogue or printed matter of any sort for from one to four years, must now adjust themselves to peace conditions, and must issue catalogues and other printed matter as soon as practical. If these industries are advised to withhold their purchase of paper because of any prospective drop in prices, it is inevitable that they will all come into the market at once, as soon as it becomes evident that this advice is unsound. There will result another avalanche of buying that will surpass anything we have seen, with a further advance in price which will be bitterly resented by the consumer, who will be the last to realize that the whole trouble is caused by his own excessive caution.

Aside from the excellent prospect of domestic business, the consumer must not forget that the United States is now almost the sole supply of the entire export world. The demand is insistent and our rapidly increasing shipping facilities will soon give our manufacturers ample opportunity to dispose of any possible surplus. Heretofore the United States paper maker has been able to export only to South America, China, Japan, Australia and South

Africa, but during the next few weeks shipping will be available to England, France and Italy—countries that are literally desperate for paper supplies, and which will absorb an immense tonnage the moment it can be shipped to them.

It is very difficult indeed to see how the United States paper manufacturer can fail to have a heavy demand upon his product during the winter and spring of 1919.

Let us now examine the question of supply—how are our manufacturers equipped with raw materials and labor to produce a heavy tonnage for early 1919?

As to labor, it is true that the situation is less critical than it was, and that some degree of selection can be used in employing. There is no prospect of any reduction in wages, nor can there well be until there is a decrease in the price of food, etc.

We would refer those who believe that there will be a surplus of labor when our soldiers return to commercial life, to *Commerce and Finance*, for November 20, 1918, published by Theodore H. Price, well-known statistician of New York City, which says:

NO SURPLUS OF LABOR IN SIGHT

There is a general idea that, with the return to commercial or industrial employment of the bulk of the 2,200,000 men we have in France and the 1,500,000 in camps in America, there is going to be a surplus of labor.

The contrary is likely to be the case. No one doubts there will be a tremendous demand for such raw material and finished goods as America can furnish. That this demand will be greater than in pre-war days is accepted. There necessarily will be much unsettlement in transforming industrial establishments from war work to peace work and labor forces will be dislocated and disturbed in the operation, but when the industrial establishment is able to resume where it left off a few years ago, the labor situation may assume a different aspect from that in which it is viewed at present.

The reason? Immigration or, rather, the lack of immigration. In the twelve years from 1903 to 1914, inclusive, the immigration into the United States was 11,792,056. Here are the figures:

1903	857,046	1909	751,786
1904	812,870	1910	1,041,570
1905	1,026,499	1911	878,587
1906	1,100,735	1912	838,172
1907	1,285,349	1913	1,197,892
1908	782,870	1914	1,218,480

That is an average of nearly 1,000,000 a year. Since the war started the immigration has been:

1915.....326,700 1916.....298,826 1917.....295,403

or an average of less than 307,000 a year. There is no reason to believe the figures for 1918 will change the average, except, possibly to reduce it slightly.

Including the present year it appears that, compared with the immigration flow of pre-war days, we have been running behind at the rate of approximately 700,000 a year, or a total of 2,800,000 for the four years, 1915-1918, inclusive.

This deficit is more likely to continue than to be overcome in the next five or ten years.

The principal raw material used in the manufacture of paper is sulphite pulp. This article, which was abnormally low in price at the start of the war, has increased in value until it now sells for from 7½ cents to 11 cents per pound when bleached, or 5½ cents unbleached, against 2 to 3 cents per pound before the war. The low pre-war price was largely the result of Swedish competition, there being no duty on imported pulp. No more Swedish pulp can possibly come into this country until next June, even if there were plenty of ships available to bring it, as navigation closes from that country on December first. What will happen to pulp prices when the Swedish pulp is again brought into this country is a question of the future and has nothing to do with the purpose of this article, which is published in the hope of preventing a congestion for the present. Those who think, however, that the admission of Swedish pulp will immediately cause a cataclysm in book-paper prices are referred to an article appearing in the *New York Tribune* December 2, 1918, from which we quote:

Let those who believe that the close of the war means a rapid fall in prices, and if prices, of course by necessity wages as well, consider one problem. In Norway and Sweden wages in many lines are higher than in the United States. And so are prices. It is extremely difficult to make close comparisons that are really illuminating. But here is an international industry involving identically the same article, namely, wood pulp. Mechanical wood pulp is now selling in Canada at around $38 a ton. The same article in Sweden and Norway is around $59 a ton. The same article in England is around $110. There is a great "scarcity-value" for wood pulp in England, and, as it is easier to get wood pulp from Scandinavia to England than from Canada, it might be considered that the price in Norway and Sweden was determined wholly by the price in Great Britain. It is not. At a pinch Great Britain would have drawn wood pulp from Canada. It did draw it. It cost roughly $20 a ton more to get it from Canada than from Norway. The price was fixed by the price in Canada. And this was fixed by the scarcity of labor. This scarcity drove up wages in Scandinavia just as much as, or more than, in Canada. Unless wages in both countries are sharply reduced, prices for wood pulp will continue high. A free supply of ships merely will not greatly reduce it.

Both Norway and Sweden are countries which have a large redundancy of money. But theirs is not paper money, but gold. They are rich in money but poor in goods. As a result, wages and costs are so high that this surplus of gold is flowing out of the country as fast as it can find profitable channels. For example, it is said that there is $90,000,000 from Norway alone lying in New York ready for the purchase of ships when they can be had. More or less, this means $90,000,000 of gold. The United States is almost the only great country that will have a surplus of things to sell for the better part of next year. The opening of free shipping must inevitably mean large imports of gold. The effect of this gold in 1919 will not be different than in 1915 or 1916, or any other year. It will make prices higher or check a decline.

Those who might be interested in the present prices of pulp in Scandinavia, will realize that there is little hope of any importation until prices are much lower

than the latest quotations as taken from the October *Anglo-Norwegian Trade Journal:*

A good deal of business in Norwegian pulps has been transacted in October for prompt shipment. F. O. B. prices have remained approximately as in September. The labor troubles in Norway in the pulp and paper trade have practically been settled, the men receiving about fifty per cent increase. This increase besides the rise in all the raw materials required by the mills will very seriously affect the cost of production, which already is so high that Norwegian mills are left with a very small margin of profit. The present prices for Norwegian plups are approximately $225 for bleached sulphite; $165 for easy-bleaching sulphite; $160 for strong sulphite; $175 for easy-bleaching soda; $170 for strong soda; and $140 for dry mechanical, all c. i. f. British East Coast. For Swedish pulps the prices are approximately $10 per ton less.

In Sweden dry mechanical is becoming dearer.

From this article, it would seem far more likely that pulp will be exported from the United States to England before any Swedish pulp comes into the United States.

As there has been no recession in either the materials or the labor employed in paper making, it is evident that nothing but a slackening demand can cause any decrease in price. Whether there will be a good demand or not must be left to each one who reads this article, with the parting injunction to remember the words of the late J. Pierpont Morgan: "The man will go broke who is a bear on America"; or the more recent words of Charles M. Schwab. "Be a bull on America."

Judge Gary in a memorable speech has recently stated that this country will "experience five years of prosperity that will astonish the most optimistic." Prosperity of this sort can never come to pessimists, nor can the predictions of these men be fulfilled by our country, if its progress is to be halted by unwarranted doubts and fears.

DUPLEX COMPANY TO ENLARGE ITS PLANT

Extensive enlargement of the plant of the Duplex Printing Press Company of Battle Creek, Michigan, has been planned, the work of construction to begin as soon as possible, in the expectation of having it completed by mid-summer. The capacity of the plant will be doubled and its output trebled. It is expected that the ultimate result will be the employment of from 800 to 1,000 men.

The present plant of the Duplex Company is 625 feet long, whereas the length of the enlarged building will be 1,380 feet. Building operations will commence with the construction of a thoroughly up-to-date foundry, extending to and along South Washington Avenue. Machine shops will be built in an eastward direction until they reach the present buildings.

When the construction is finished, the Duplex Company will install everything needed in the way of modern machinery and conveniences. This will create ideal working conditions, as will the fact that the buildings are to be chiefly of iron and glass, allowing the maximum of light to flood the shops.

Railroad tracks will parallel the more than a quarter of mile which the plant will cover.

NEW ADVERTISER HAS ENVIABLE RECORD OF FORTY YEARS' SERVICE

A new advertiser in the NATIONAL PRINTER-JOURNALIST is the Merchant & Evans Co. of Philadelphia. This company is probably the oldest of its class in the United States. It has a record of over forty years of service in the continuous and successful production of mixed metals made of the so-called white metal alloys. This Company has smelting plants in Philadelphia and Chicago and annually produces a very heavy tonnage of all grades of solder, babbitt, type and newspaper metals.

In its long history, the Merchant & Evans Company has furnished large quantities of metals to the United States Government, and upon the testimony of officials, "the most exacting requirements have always been met with promptness and a strict adherence to formula."

Most standard grades of metals are carried regularly in stock at warehouses and plants and special alloys may be quickly furnished on demand. Inquiries and orders receive alert and efficient attention and every effort is exerted to satisfy the requirements of even the smallest purchaser. Readers of this journal who are users of metal in any form will find it to their decided advantage to cultivate relations with Merchant & Evans Company.

THE "LEE PRESS" CELEBRATES ITS FIRST ANNIVERSARY

The Challenge Machinery Company's "Lee Press," the simplified, moderate-priced, all-around, two-revolution, passed its first anniversary last month with a most successful year.

The many satisfied users of this remarkable little cylinder press all attest its merits, and the manufacturers have every reason to believe that 1919 will more than exhaust its output of this meritorious machine.

Specialization tends to perfection, and the "Lee Press" being made in the one size only, bed 26 x 38, sheet 24 x 36, means that standardization is carried out to the highest possible point.

Now that the strenuous times due to war conditions are practically over, the printing and publishing business is sure to be prosperous and there is a tendency to bring the mechanical equipment of all plants to the highest possible efficiency. The "Lee Press" being securely entrenched in popular favor is already having a remarkable sale.

Full information will gladly be furnished by the manufacturers, The Challenge Machinery Co., Grand Haven, Mich., or by any type founder or dealer.

MILLER COMPANY INSURES EMPLOYES

The Miller Saw-Trimmer Company of Pittsburgh, Pa., has recently adopted a plan for insuring all of its employes, without cost or medical examination, during their entire service. So far as is known, the action of the Miller Company establishes a precedent in this character of welfare work for the manufacturing department of the printing industry.

All employees one year or longer of continuous service will receive $700 to which will be added $100 at the completion of two years of continuous service hereafter, and an additional $200 at the completion of four years of continuous service.

All employees not eligible as above, by reason of length of service, but who are now employed as of November 1, 1918, to receive $500 of insurance, to which will be added $100, and $200 for additional years of service in accordance with the above terms.

In event of death, the insurance will be paid the beneciary, $100 as a Cash Funeral Benefit, the balance in twelve equal monthly payments.

The announcement was wamde as a Christmas gift, the closing paragraph of the notice reading as follows:

"With good wishes to all in the Company, trusting the spirit of mutual helpfulness this insurance is meant to emphasize will continue in our work to the benefit of all concerned, that the quantity and quality in machine products, loyalty in application and friendliness one for another will every day grow stronger, with the Season's compliments, we are

Yours sincerely,
MILLER SAW TRIMMER CO.,
Paul C. Dunlevy, Vice-President.

Mr. John B. Babbage has been appointed Manager for the Miller Saw-Trimmer Co. in the states of Massachusetts, New Hampshire, Maine, Vermont and Rhode Island, with headquarters at Boston.

It will be Mr. Babbage's pleasure to convince the printers of Yankee land who have not already installed Miller Saw-Trimmers and Miller Platen Press Feeders, that they are missing an opportunity for benefiting themselves until they sign their names on the dotted line and order one or more of these machines. At present there are 3400 Miller Feeders and 3,000 Saw Trimmers in the United States, and Mr. Babbage has to his credit the installation of many of the machines throughout the east and south. Mr. Babbage is a native of Kentucky, is a practical printer, and knows almost as much about the printing business as those on whom he calls. The consequence is that he will be able to overcome the conservatism which is said to be a characteristic of those engaged in the industry in the New England States.

CHICAGO PRESS CLUB ELECTS NEW OFFICERS

Wright A. Patterson, Editor-in-chief of the Western Newspaper Union, was elected president of the Press Club of Chicago January 7th. Chris Haggerty was elected first vice-president. The other officers are: Dr. G. Cooke Adams, second vice-president; James F. Stepina, treasurer; Walton Perkins, secretary; Harry Hargis, librarian; and Frank Comerford, counsel. The new directors are: Lou M. Houseman, William J. Shanks, and P. F. Lowder.

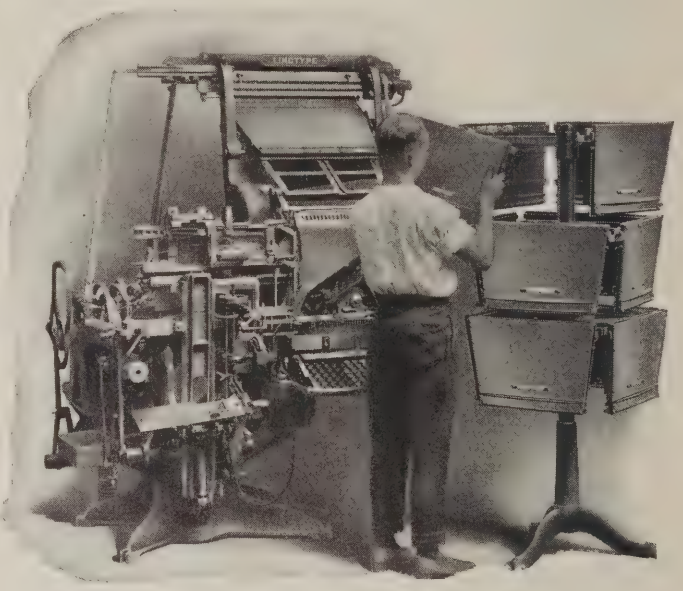
AN IMPORTANT CHANGE

Mr. C. H. L'Hommedieu, formerly President of the Western Type Foundry, will assume the duties of Manager of the Chicago branch of Barnhart Brothers & Spindler. In an announcement relative to the change the firm says:

"Our customers are assured of the best possible service in the appointment of Mr. L'Hommedieu, he being well known as the possessor of ability and valuable knowledge of the business."

DISPLAY COMPOSITION FROM THE KEYBOARD

The Model 20 Display Linotype is another step in advance in the field of all-slug composition. It is designed to handle the larger faces required for advertising and display composition with the same facility as straight matter, and is said to reduce hand composition above 18-point more than 80 per cent. It represents



The Model 20 display Linotype sets display matter direct from the keyboard, putting display composition on a straight matter basis Note short magazines on revolving rack within arm's length of operator, permitting change of face and body in less than thirty seconds.

no radical departure in Linotype construction, but closely resembles the well-known and popular Model 5. It is equipped with special short magazines that accommodate all 18-point and 24-point Linotype faces and many of the 30-point. The magazines, which are light and compact, are conveniently kept on a revolving rack within arm's length of the operator. To change from one to another takes less than half a minute.

BOSTON MANUFACTURER DIES

Mr. Richard Preston of Boston, Mass., one of the oldest manufacturers of printing and bookbinding machinery recently died. Mr. Preston had a wide acquaintance throughout New England.

* * *

Francis MacDonald Sinclair, president of the Sinclair & Valentine Company, ink manufacturers, and director in the Preferred Accident Insurance Company, died at his home in New York, December 15, 1918. Mr. Sinclair was born in 1865 in the parsonage of the Dutch Reformed Church of Staten Island, N. Y., the son of the Rev. John H. Sinclair and Frances Corwin Sinclair.

NEW POEM, "DEMOCRACY" STRIKES STRONG NOTE

It is the privilege of the National Printer-Journalist to present for the edification of its readers a new poem entitled, "Democracy." It is written by William Mill Butler of New York City. The poem has been received with wide acclaim by leaders of thought everywhere. Of it, Mr. Joe Mitchell Chapple, editor of the National Magazine, has said: "I am much interested in your hymn, Democracy. I cannot see how it can be improved. You have certainly struck a high note."

Permission for the re-publication of the poem may be secured by addressing William Mill Butler at 120 Liberty St., New York.

DEMOCRACY

Great mother of a new-born race,
All earth shall be thy dwelling place;
Democracy, thy holy name
Shall set the continents aflame,
Shall thrill the islands of the sea,
And keep they children ever free.

From God's eternal universe
Shalt thou remove the primal curse
Which man upon his fellow-man
Imposed since first the world began;
Away with slaves, deprived of rights,
And lily-fingered parasites!

For thus the new-world purpose we
Can, step by step, unfolded see;
Columbus sailed, at God's behest,
From lands by wicked kings oppressed—
His messenger, to search the earth
And find the place for Freedom's birth.

Then up rose peerless Washington,
With many another dauntless son,
Whose spirit, caught beyond the blue,
Encompassed France, and Europe, too,
Until the purpose of the Lord,
Was plainly written with the sword.

Today the climax of the fight;
A world embattled for the right,
We have the tyrant's frenzied hour,
'Till shattered thus shall be his power
And all the world made safe for thee—
Hail, glorious Democracy.

WILLIAM MILL BUTLER.

Beachwood, N. J., July 4, 1918.

Note.—After the war the following will take the place of the fifth verse:

Out of it all—Democracy.
The final word of God's decree,
To carry out His cherished plan
Of peace on earth, good will to man.
Therefore, arise, ye people, sing
This heaven-born and glorious thing!

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NATIONAL PRINTER JOURNALIST

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MISTAKES IN PAPER SELECTION

BY A. E. JULIUS, ADVERTISING & SALES SERVICE MGR.,
J. W. BUTLER PAPER COMPANY

[The following article was written at the request of the editor of the National Printer-Journalist, made after the receipt of a beautifully printed circular which had come to the office under the third-class rate of postage. The circular was torn in several places and presented an unsightly appearance which aroused repulsion. The effect upon the recipient was entirely the opposite of what the expenditure of many hours of time in the composing and press rooms, as well as a substantial outlay for paper stock, was intended to secure.]

IT happens every day—two men seated opposite each other in the private sanctum of the publicity expert, crystallizing their ideas on the most effective way of presenting a catalog, broadside, or some other piece of advertising matter. When the specifications are completed the printer goes back to the office, turns in the job and the wheels of his equipment commence busily revolving until the job is completed. Judge it carefully, compare it point for point with the specifications and every feature is in perfect alignment with every detail of the plan. The job is delivered to Mr. Manufacturer—the girls start addressing—everyone is anxious to get the advertising out at the earliest possible moment so as to start the flow of orders with as little delay as necessary. But alas, what has happened—salesmen report that that piece of advertising matter looked unusually attractive; the presswork was the best they had ever seen turned out by the house; the designs and everything were beyond criticism, but the paper just literally fell to pieces because it could not stand the racket.

Does not that really happen to a large percentage of the advertising literature that reaches the business man's desk? Isn't that actually the principal cause of the overflow in the business man's waste-basket at the close of the day?

With the means we all have for determining beforehand the performance of a given brand of paper under fixed conditions, it is nothing short of criminal negligence and rank waste to experiment or *take a chance*. No matter how much thought and pains are given to planning a piece of advertising matter, if the paper does not stand up, if it doesn't fit the job, all of the preliminary work is for naught. What impression can a prospect get from a broadside, for instance, that arrives in lacerated condition and falling apart at the folds! His first thought is bound to be a negative one and when a broadside, or booklet, or a letter, start out with a negative impression it is even harder to overcome this bad start than it is for a salesman who starts out that way. There are salesmen whose "first impression" is not favorable, but they have the force of personality and character which they very quickly inject into their work, which makes them a success. The printed form of salesmanship is, therefore, at a disadvantage; the "first impression" part of it must essentially be favorable or all is lost.

There are all kinds of paper for all kinds of purposes and the primary thought in selecting the brand to be used for a given job should be—*does the paper fit?* It is perfectly obvious that if it does not fit it is expensive at any price. The only reason in the world for issuing advertising matter in the first place is to sell goods, or to sell service.

Another mistake that is frequently made, especially in the planning of broadsides, is the arrangement and size of the illustrations and placing of the type. The areas are laid out with absolute disregard for the location of the folds. The best way, of course, is to fold a plain sheet exactly as it is planned for mailing, then open it and make the lay-out so that the creases do not spoil the vital points in the illustrations and the strong arguments in the text. The

folds in a beautifully printed sheet are unsightly at best, but there is usually no excuse at all for placing them where they interfere much with the selling value of the printing.

There are many points that should be taken into consideration in selecting a paper. On an annual catalog, for instance, it is necessary to use a different kind of paper than on a booklet that is simply to be looked over one time and then discarded. An annual catalog is usually referred to frequently during the year; it must have stamina to hold together, the paper must not be brittle; the binding should be with the grain—not against. If it is a coated paper the body should be of new stock put together for the purpose of permanency and for strength in holding in the binding. In the case of a broadside or mailing folder a test can usually be made beforehand by securing plain sheets, folding them and mailing them to some customer who has been instructed to return them. By this method it is possible to know to a certain degree whether or not the paper is right for the job. Of course, the printing quality of the paper must be taken into consideration also; the paper must have sufficient coating to thoroughly cover the body stock, yet it must not be so thick that it breaks and makes ragged edges.

It strikes me that the printer is duty-bound to set the advertiser right when he specifies the paper for a job that the printer knows from his experience or knowledge isn't as good for that particular job as some other paper. Then if the advertiser insists, the responsibility, as far as the paper end of it is concerned, rests with him; the printer has carried out his moral obligation.

There is no doubt it, a great deal of the waste in an advertising investment is due to faulty selection of paper stock.

REFERENDUM VOTE ON FOUR SUBJECTS SUBMITTED TO MEMBERSHIP OF CHAMBER OF COMMERCE OF THE UNITED STATES

A recommendation that Congress give especial attention to the Sherman and Clayton Acts with a view to their immediate revision has been put by the Chamber of Commerce of the United States to a referendum vote of its membership. The proposals to be voted on are four in number and they employ the results of a special study of the situation made by the Chamber's Federal Trade Committee. They follow:

The committee recommends that Congress should at once consider the situation of all statutes constituting our anti-trust legislation.

The committee recommends that there should be formulated standards of general business conduct to be administered by a supervisory body.

The committee recommends that an enlarged Federal Trade Commission should be made the supervisory body.

The committee recommends that the membership of the Federal Trade Commission should be increased from five to nine.

The report of the committee after calling attention to a resolution adopted at the Annual Meeting of the Chamber in April, 1918, which proposed that in view of the economic policies inaugurated during the war Congress should be asked to consider a revision of anti-trust legislation and of the Trade Commission Act for the purpose of amending or replacing them in such manner as to make this legislation reasonable, clear and adequate, points out that the present time is particularly opportune for remaking the laws.

"There is special occasion for such reconsideration of new legislation of this character in the period of readjustment which will follow the close of war. In this period new and difficult economic problems will arise for the control and solution of which existing legislation can scarcely be adequate. Many of these will be projected into the post-bellum period from the controls set up with official sanction during the war. Not all of these controls have been officially conducted; perhaps most frequently they have been arranged by the industries themselves and given official approval and official supervision. Thus, there have been agreements upon the types and styles that will be manufactured, allocation of raw materials, and standardization of prices for many important commodities. Concentration of industrial and commercial activity to meet the requirements of the Government and the essential needs of the population has been so important that cases which have been pending before the Supreme Court under the trust laws, and which if decided in favor of the Government would, as stated formally by the Department of Justice, require extensive financing at a time when the Government's needs for credit have been great, have at the request of the Government been postpond.

"With a return of peace the conditions caused by war cannot at once pass away. The difficulties of new financing will for some time continue. There must be avoidance of sudden change in industrial situations, in order that unemployment and precipitate decline in wages may be prevented. Transportation which is needed alike for raw materials and finished products will only gradually become free from the burden of military uses. These inevitable conditions suggest that markets cannot be forthwith returned to competitive conditions and that prices for important commodities cannot suddenly be released from restraint. Existing arrangements to an extent remain in force during the months that follow the signing of an armistice and precede the completion and ratification of a treaty of peace which alone will close the war. These months will in themselves be a period of readjustment. They cannot, however, suffice for complete transition from conditions of war to the situations of peace, and at best can cause only mitigation of the problems that will exist when the final treaties have been put into effect."

A brief review is given by the committe of the legislation of this character enacted since 1890. This outline shows the successive steps taken to control monopoly and

agreements in restraint of trade and leads the committee to this declaration:

"Such a brief outline as has been presented indicates the immediate need, at a time when commerce and industry face new problems, for a restatement of our anti-trust legislation in a form that will be at once clear and comprehensive. At present there is an accumulation of twenty or more statutes resulting from about thirty years of legislation. Some of the provisions of these statutes involve difficulties which cause them to be seldom, if ever, invoked. An example is the section of the Sherman Act which authorizes seizure and condemnation of goods. Even if it were conceded that in the course of some one hundred and eighty proceedings which have been instituted by the Department of Justice the interpretation of the Sherman Act has been established, later enactments have departed from the language of the Sherman Act and the new phrases leave great opportunity for perfectly honest doubt. This is a time which peculiarly necessitates certainty in our national policies affecting economic problems. If it was true, as the President said in 1914, that nothing then discouraged business enterprise like the necessity of running a risk of falling under the condemnation of the law before it is possible to make sure just what the law is, this discouragement operates with greatly increased affect at a time when the special concentration of business activity for the war is being succeeded by conditions which contain more uncertainties then have ever before existed."

"In recent years different enactments, such as have been cited above, have set up standards, have constituted regulatory bodies to administer these standards, and in some instances have affirmatively granted to these bodies power to approve agreements. To a further advance in this evolutionary legislation the Chamber of Commerce of the United States was formally committed by referendum in the early part of 1917. The organizations in the membership then voted that there should be remedial legislation to permit coöperative agreements, under federal supervision, in industries which involve primary natural resources, on condition that the agreements tend to conserve the resourses, to lessen accidents, and to promote the public interest. The resources in question are timber, the ores and deposits of useful metals, and deposits of minerals which are sources of heat, light, and power. The supervision which is advocated would be in charge of the Federal Trade Commission.

"The proposal to which the Chamber is thus committed, with respect to natural resources, is in harmony with the principle which has been followed in enactments of the past five years, as above summarized. This principle should now receive wider application. Such a proposal as the Chamber advocates in connection with natural resources should be so broadened in its scope as to contemplate conservation of all our economic resources. That prevention of waste in industrial and commercial activities—waste of labor, waste of executive direction, or waste of materials—is in the public interest will readily be admitted. Until recent years, however, there has been no way in which to afford assurances that the public advantage in measures taken to prevent waste would not be exceeded by disadvantages by reason of other affects of the means which were chosen. This difficulty has now been eliminated by reason of the experience we have had with agencies which administer standards of business conduct and have before them for their gudance the requirements of the public interest."

Respecting the recommendation that there should be formulated standards of general business conduct to be administered in the first instance by a supervisory body the report gives examples of the applications of standards in a way which would accord with this regulation. It points out that interlocking of directors among corporations which are competitive might be continued under a general prohibition but with a provision that such interlocking might lawfully exist as to instances in which a regulatory body had made a prior determination that there would be no detriment to the public interest. Attention is called to some industries which in response to war needs have expanded to a capacity beyond the demand for their products in times of peace and the report says:

"There can be no public advantage in having a period of destructive competition ensue in such industries and continued until only the units that are strongest in financial resources survive, regardless of relative merits from an economic point of view. There should be regulation of excess capacities to the point where the capacity will reasonably correspond to present and future needs. To this end a form of temporary action in common might be made permissible in order that under adequate supervision such industries may solve their special problems. The decision whether or not in a particular industry such action should be allowed in the public interest, determination of the elements that should be dealt with, and supervision of the operation of the arrangements, should be in a regulatory body."

The coöperative agreements among producers of timber, coal, petroleum and metaliferous ores advocated by the Chamber, says the report, would undoubtedly include agreements as to prices. Unless such agreements were very carefully supervised in the public interest, the report continues, they would be apt to be detrimental to consumers.

"For exercising the supervisory functions which are proposed," the report states further, "the appropriate agency is obviously the Federal Commission, so far as business in its great branches of manufacture and merchandising are concerned. In an earlier report we had occasion to call attention to recent departures by the Commission from the purposes of the law that created it. That report dealt with the procedure and the point of view of the Commission as at present constituted and it ended with recommendations that existing vacancies in the Commission's membership should be filled with men who would bring to the Commission a proper conception of its duties and purposes."

One reason why the Federal Trade Commission should be the supervisory body, the committee declares, is that the Commission has obtained a great body of information about American industry and commerce.

Supporting its recommendations that an enlarged Federal Trade Commission should be made the supervisory body and that the membership of the Federal Trade Commission should be increased to nine, the committee has this to say:

"Such duties as the Committee has suggested for the Federal Trade Commission will impose upon the Commission greatly increased responsibilities to the public and to individual industries and will require constant attention to the whole field of production and distribution. For duties so extensive and important the membership of the Commission should be enlarged. At present the law authorizes but five commissioners. At the same time, there are nine members of the Interstate Commerce Commission, which can scarcely be said to have more important duties than are proposed for the Trade Commission. The Federal Reserve Board has seven members, of whom two are ex-officio but active. Even such war agencies as the

Advisory Commission of the Council of National Defense and the War Trade Board have more members than the present law provides for the Trade Commission, and bodies which have more specialized tasks have an equal number of members. An example is the Tariff Commission, with its five commissioners."

The referendum as sent out carries for the information of those to whom it is put to vote, possible arguments in the negative also as is customary in the preparation of the Chamber's referenda.

It is pointed out in these arguments that the report of the committee may proceed upon a false hypothesis, in that it assumes that the principles of coördination in industry during war may have an applicability during times of peace in the United States.

"In a time of war," it is set forth, "the Government necessarily and properly strives for unification of the resources of the country for concentration against the enemy. With the cessation of war this paramount necessity ceases, and in the United States considerations of domestic policy again become most important."

It is here pointed out that the domestic policy of the United States with respect to industry and commerce conducted for domestic markets has been, and may well continue to be, different from the policy of other countries, in that domestic markets within the United States have been of more importance than foreign markets. This circumstance, it is declared, through the immediate interest of consumers, has probably had its influence upon development of the American policy which seeks to maintain free competition in domestic markets even at the expense of limitation upon the Anglo-Saxon doctrine of freedom of contract.

"No reasons have been advanced," it is suggested, "which demonstrate that, upon the conclusion of peace, the United States should not return completely to its former policy with respect to its own markets. On the contrary, some reason can be brought forward for a continuance of a policy which contemplates freedom of competition. Such a policy has encouraged new industries. It has afforded opportunity for initiative, diligence and ability, and for inventive genius. After industries have been established, this policy has promoted their development into businesses of large size, commensurate with the domestic markets they serve. The waste it causes may be a cheap price to pay for the public freedom from the burden of mistakes in individual judgment and for the advantages of an industrial and commercial development that has nowhere else been equalled. At least, if special measures are to be taken to prevent waste, they should apply to such natural resources as are exhausted in use. Even as to these, however, there may be a question, because of the possibilities of substitution of articles subsequently developed in the sciences and mechanical arts for articles which at the moment appear indispensable.

"If there is consideration of abandonment of our former policy, some possible results other than those suggested above should be contemplated. A policy of cooperation under supervision of governmental agencies may involve an increasing measure of governmental intervention. Such a policy has been, perhaps necessarily, pursued in one degree or another with public utilities, and has now resulted in the possibility of governmentl ownership for railroads and for telegraphs, cables, and telephones. Industries less affected with a public interest such as mining, steel-making, or manufacture of textiles, are scarcely susceptible of public ownership and operation so long as they are conducted by competing units, but if the units in an industry become coöperative under governmental regulation, the units may be gradually welded into a whole which is readily subjected to nationalization."

Dealing with the proposal that standards of general business conduct should be formulated, the negative arguments point out that in earlier legislation there are definitions whose interpretation is in doubt and that increased confusion as to the meaning of the law may have been created, It is further noted that although the Federal Trade Commission has been in existence for almost four years it has not proceeded in such a way as to clear away ambiguities and establish definite rules.

An increase in the membership of the Federal Trade Commission, it is suggested, might not add to that body's efficiency. It is possible that a commission of small membership can act with much greater expedition than can a large one and that an increase in membership will not necessarily mean an addition to the knowledge and experience of its members in business affairs.

PAST PRESIDENT HOTALING ISSUES BOOKLET DESCRIBING JOURNEYS

Past-President Herbert C. Hotaling of the National Editorial Association and proprietor of the Blue Earth Enterprise of Mapleton, Minn., in accordance with his usual custom, has published a booklet detailing in a most interesting manner, descriptions of the journeyings taken with other members of the National Editorial Association preceding and following the annual convention. The title chosen for the booklet is, "'Way Down South."

A few of the headings of chapters will afford an idea of the scope of the articles, which were originally published in the Enterprise: "Little Rock and Camp Pike," "Hot Springs, Hotel City," "Alligator—Ostrich Farm," "Texarkana Unique City," "Live Towns in Arkansas," etc.

In 1916 the former editor of this journal wrote of Mr. Hotaling's correspondence to his paper: "The home people are kept always and kindly in view. We have noticed that this has characterized the Hotaling letters for years past and we have been surprised at the number of the former residents of Mapleton and Blue Earth County that are met and visited in all parts of the United States and are talked about in scores of letters. Keeping in touch with former residents, telling about their whereabouts and their doings retaining their friendships and keeping their names on the subscription list, are important matters for a home paper."

The same truths prevail today and "such editors, and establishments and such papers make for the respect, for the influence and the usefulness of the press."

SWAP AN IDEA

You have an idea that perhaps only you have used. Why not exchange it? Send it along to Mr. Gardner and get a new one in return.

If you and Mr. Gardner have each a dollar and you swap, you still have only a dollar each; but if you and Mr. Gardner have each an idea and you swap, then Mr. Gardner and you have two ideas each.

As the editor of the Review of Job Printing Department, Mr. Gardner will pass your idea on to hundreds of printers and you will thereby help brother printers all over the nation to greater success. Try it.

REVIEW OF JOB PRINTING

Address all communications to Alfred R. Gardner, 4610 Ravenswood Avenue, Chicago, Ill.

MODERN printing is as much a mechanical science as railroad engineering or watchmaking; it is also as much an art as sculpture, painting or the drama. If a railroad corporation undertakes a new work it is placed in charge of an engineer of recognized ability who has under him a staff of men capable of picking out the flaws in his plans. The engineer and his assistants criticise the details of the plan until in its final form all agree it is satisfactory.

There is no reason why printers should not apply the same principle to their work. Sooner or later those who would be progressive will do so. You may hold up your hands in horror at the cost and say that it is impossible. Yet the railroad corporation finds the cost of this preliminary work is proportionately but a very small item. It should be no more so in any printing office.

If you were making a catalog to cost several thousand dollars, all the details of art work, engraving, typography, stock, presswork and binding must be handled in such a co-related manner that they harmonize with a predetermined plan. And the predetermined plan must be so comprehensive that it covers every detail of the work in all departments. Nothing should be done haphazardly, nothing left to guess or chance.

Yet here is one of the weak points in our business. During the past twenty years every energy has been devoted to raising specialists—experts in some one department, until today the trade is filled with men drawing high pay who in a majority of cases are wholly ignorant of the first principles of any related branch of the trade. There are many shops in which even the superintendents are experts of this type with the result that there can be no real coöperation between departments. If the specialists are a good thing, then unquestionably there is need of the engineer, the architect, the super-specialist, or whatever you may call the man with a practical knowledge of all the departments, but who is an expert in none, in order to coördinate the different branches of the trade.

Without the man of this type the cost of preliminary work will be excessive and it will seldom be sufficiently complete to accomplish the work for which it is intended. With him you will not need to offer excuses for defects in the work which result from lack of co-operation and criticism.

Sometimes we live so close to the detail of business that we give no time to the formative influences which give breadth and character to our work. In other words, we get in a rut and our work soon comes to possess a sameness which spells mediocrity and possible failure. Specializing fosters this trouble, while criticism and coöperation keep us on the broad highway of success because they strengthen the foundation upon which all our work is built.

Very few indeed possess sufficient originality to enable them to work for any great length of time without exchanging ideas with their co-workers. Intelligent criticism furnishes the most efficient means of carrying on this exchange and will never be overlooked by those who wish to be progressive. Even the criticism that may seem misdirected and wholly out of place should not be passed by without thoughtful consideration.

Criticism accomplishes for printing what cultivation does for agriculture. It sifts out the good from the bad and gives momentum to accomplishment. It fosters the growth of that which is best. The development of architecture, sculpture, painting, drama, all arts is due largely to criticism and their literature is devoted principally to critical analysis. Criticism is constructive and coöperative, although it may at times seem distasteful.

Criticism and coöperation do not mean that we should sacrifice our judgment or independence in working out ideas but rather the broadening of judgment and the stimulation of independence.

* * *

Geo. O. McCarthy of Gordon, Nebraska, reports a good business for his new shop and the specimens which he sends are fully up to the usual standard. The writer would like to see more country printers of this type, for there is an exceptional need of them at this time. In a recent letter he says, "I'm in the business for the money and pleasure, too, but the money is essential and I'm going to have what the work is worth—I'll not play a losing game." We like this idea and if everybody was as careful of

quality and style as McCarthy their customers would have little chance for kicking. He is starting a new magazine, "Hoofs and Horns, The Little Glad Rag." If the contents are as good as the title would indicate it ought to be a hummer.

* * *

It is with pleasure that we acknowledge the Season's Greetings from the following: John A. Webster, East Technical High School, Cleveland, Ohio. James Austin Murray, Ye Cloister Print Shop, 3979 Cottage Grove Ave., Chicago; Geo. O. McCarthy, The Service Press, Gordon, Neb.; Biggers, The Printer, Houston, Texas; Arvilla and Arthur Cole Homewood, Ames Hill, West Brattleboro, Vt.; Mr. and Mrs. Axel Edward Sahlin, The Roycroft Shops, East Aurora, N. Y.; James G. Rice, The Peerless Printing Company, 710 N. 40th St., Philadelphia, Pa.; Eclipse Electrotype & Engraving Co., Cleveland, Ohio.

* * *

Here is something from "Etchings," the house organ of Gatchel & Manning, Philadelphia, that buyers of engravings should not overlook. "What is 'First Class'?:

"The CLASS of an engraving is too frequently rated by the amount of money paid for it rather than by its suitability for the place where it is to be USED.

"An engraving is a FIRST CLASS engraving, not because it is expensive but because NO OTHER ENGRAVING WILL PRINT AS WELL IN THE PLACE WHERE IT IS TO BE USED.

"The cost of the higher-priced engravings is due to their refinements. The elaboration of detail, tone values, re-etching, hand-tooling, etc.

"These refinements show in the printed result in proportion to the care with which they are printed, the quality of ink used and the paper stock.

"It must not be assumed from the above that an engraving to suit less careful printing conditions is simply an expensive engraving partially completed, with some of the refinements left undone. Such is not the case. An engraving so handled would be "cheap" not inexpensive.

"Though, as we have said, certain finishes and refinements of halftones which add to their cost do not show their value when printed on a fast press with hasty make-ready, etc., yet a plate CAN be made which has certain DEFINITE NECESSARY QUALITIES that give the best possible results when so printed.

"But every step in the process of making a plate for an understood use must be definitely aimed at the production of such a plate. The making of any engraving is NOT a purely mechanical function. The negative, the etching and the re-etching must be intelligently varied to attain the KNOWN end. The masses of color, the shape and depth of stipple and the "finish" are all contributory factors.

"There is no excuse for using poor engravings. Advertising space and literature cost too much to permit it. There is furthermore no real reason for it. Even a limited appropriation will allow the cost of good work if the BUYER, the SELLER and the MAKERS of the engraving understand WHERE and HOW it is to be PRINTED."

MINNESOTA PAPER INSURES EMPLOYES

The Northfield News of Northfield, Minnesota, is to be incluled among those newspaper establishments which have seen the wisdom of insuring their employes. In December, Mr. Herman Roe, the proprietor, presented each of the members of his force with a One Thousand Dollar life insurance policy as a token of appreciation and later gave them receipts for the payment of the premiums, as he expects to do every year. In addition to this, Mr. Roe has persuaded most of the members of the force to take a policy in the Integrity Mutual Casualty Insurance Company of Chicago, which insures them protection in case of sickness or accident outside the shop, these policies being paid by the proprietor of the establishment and the employes jointly.

In a letter to the editor of the NATIONAL PRINTER-JOURNALIST conveying this information, Mr. Roe says: "You may be interested in knowing that the day after our policy with the Integrity went into effect (December 24, 1918) one of the men got sick with the influenza. The policy guarantees the employes two-thirds of their regular weekly wage, and this man received a check covering his claim for ten days' sickness last week."

Doubtless many proprietors of smaller establishments will consider that Mr. Roe's practical demonstrations of altruism may not be carried out except in larger offices. It would be interesting to know as to the kind of a response that the inauguration and perpetuation of such a policy among small forces of men will be. Humanitarianism and the application of the principles of brotherly love sometimes bring discouraging response but the opinion is advanced that where an employer of even a half dozen men is interested in their welfare, in a practical way, that the esprit de corps will be improved.

One of the most successful printers and certainly one of the most popular employers of men in the printing industry, Mr. Charles Francis, of New York, has secured elequent evidences of good will by practising, as well as preaching, co-operation and occupies a place in the affections of his workers which must bring to him greater satisfaction than the attainment of eminence in any other activity.

A loyal, faithful and enthusiastic group of workers in any printing or newspaper establishment is worth more to the proprietor than anything that can be recorded in the way of excess profits upon the ledger page and is beyond computation by any cost finding system that may be installed.

The NATIONAL PRINTER-JOURNALIST believes in the spreading of the cement of fraternal concern and will be glad to learn of demonstrations of increased interest in their forces by proprietors of establishments throughout the industry.

MUTUAL INSURANCE COMPANY OPENS HOSPITAL AND LABORATORIES

THE Integrity Mutual Casualty Company was not only the first company especially organized to provide employes with the benefits granted under the various Workmen's Compensation Laws, but it has also been the first insurance organization of any character to provide facilities far beyond the requirements of Law. The "Integrity Mutual" as it is now known, was formed by the consolidation of the Miller's Mutual and the Ben Franklin Mutual, organized respectively by the Milling Trade and the Printing Trade. For the benefit of the policy-holders of the Company and of the employes in the various plants insured, the Company during the past year has equipped a special hospital which it operates in Chicago in connection with its rehabilitation work.

This hospital is known as the "Industrial Laboratories and Surgery" and is located in the building occupied by the Company as its Home Office. The name chosen describes in a few words the functions of the medical and surgical departments of the Company. William J. Swift, M.D., is in personal charge of this branch of the Company's work. Dr. Swift is one of the best known surgeons in the City of Chicago and has specialized in reconstructive surgery. He formerly held the rank of Major in the United States Army and was in charge of all field hospitals.

In connection with this article several views of various departments of the hospital are shown. No efforts or expense have been spared to make it a model of its kind and to establish a standard for all time for this character of work. The hospital occupies the entire north half of the nineteenth floor of the building. It is located far above the noise and dust of the street and a constant supply of light and air is assured. A special ventilating system is installed which keeps the air fresh and pure in each room. The premises are divided into various rooms and departments known as Reception and Registration, Massage Department, Shower Baths, Operating Room and Laboratory. The entire interior is finished in white and is waterproof. The floors are Terrazzo marble, which extend up the walls to a sufficient height to permit flushing and every particle of germ-bearing dust is easily removed.

The entire equipment is modern in every respect. Every scientific device which is of assistance in the treatment of industrial accidents is found in the equipment. Several of the Departments are worthy of special mention.

The arrangement of the X-Ray Department is as unique as it is effective. The equipment of this Department is complete and up to date in every detail. Instead of the usual jet black walls which have become almost universal in X-Ray rooms, the room is painted dark blue. This color is just as effective as black in handling X-Ray work and does not have the depressing effect. Many patients have been so thoroughly frightened in having X-Ray work done by the feeling that they are being put into a dungeon that difficulty has often been experienced in securing proper results where the jet black room is used. The X-Ray room proper does not contain the electric generator. This is also a new feature of X-Ray work, as the patient does not see the blinding sparks nor hear the sharp cracks which result from it. He also escapes the pungent odor of ozone which is developoped as a result and which is repugnant to many.

The X-Ray Camera in Use

The generator used for developing the current for X-Ray work is located in another room especially equipped to house it. The current is transmitted to the X-Ray tube by means of overhead wiring and is entirely under the control of the doctor in charge by means of a portable switch or controller. Both coolidge and gas tubes are provided. By use of the equipment either the usual X-Ray pictures can be taken or fluoroscopic examinations may be instantly made.

By means of the fluoroscope a fracture of a bone may be examined and reduced or set while under constant observation by the surgeon. By this means a correct alignment and position of the bone must invariably result. Subsequent fluoroscopic examinations instantly reveal the progress being made in the union of the bone and if any untoward circumstances develop it is immediately ascertainble.

Adjoining the X-Ray Department is the Massage or Physio-Therapeutic Department. This work is today recognized as being the greatest aid to modern surgery. The Surgeon-General of the United States Army insists that every general hospital be provided with a well-equipped Physio-Therapeutic Department. This Department contains all of the equipment necessary to give electro-therapeutic and hydro-therapeutic treatments. The room contains two treatment tables with opalescent glass tops on

The Pathological Laboratory

white enameled frames, a Sitz bath, electric vibrator, diathermy apparatus, and other manual aids required for the work. An electric washing machine is also installed in order that the blankets, hot packs, sheets, etc., can be boiled, cleaned and sterilized after each treatment.

The diathermy is now recognized as the most scientific treatment for sprains, contusions, stiffened joints, etc. It affords the means of applying a definite degree of heat to even the deepest parts of the body. Former methods consisted of applying the heat to the surface of the skin. By this means it was difficult, in fact practically impossible, to apply the heat to the inner point where it was desired. By means of the diathermy the same degree of heat can be produced in the center of the body or in the center of any joint that is applied to the surface of the skin. The treatment is too technical to describe in detail. The result, however, is accomplished by means of a high voltage electric current which is brought in contact with the part to be treated. The body tissues furnishes the resistance to the current which builds up the desired temperature at the point to which it is to be applied. There is absolutely no sensation such as usually accompanies electric treatments.

The Shower Baths and the Operating Departments are also worthy of special mention, but lack of space prevents a detailed description. The Laboratories occupy a large, well-lighted room. The equipment is the most scientific possible to secure and of the latest design. Complete chemical, microscopical, bacteriological and pathological examinations and analyses are made. The Laboratories perform an important function in the plan of operation and the purpose of the work which the Company is doing.

The purpose of the Company in going to the expense necessary to install equipment of this kind and to provide for its maintenance and use is to be able to furnish to its policy-holders and the employes in plants insured by it the most skilled and scientific treatment necessary to restore any injured or disabled person to complete health and strength and to prevent loss of function or disfigurement. In remote localities and, in fact, in even larger cities, skilled surgical attention is often impossible to secure. It is the practice of the Company where superior service of this kind is required and where the possibility exists of restoring an injured person to complete usefulness, to have him brought to Chicago at the expense of the company for treatment. The patient is transported and maintained during the course of any necessary treatment entirely at the expense of the company. In many of the cases treated it has been possible to remove entirely the cause of the disability and to return the patient to his home and to

The Dressing Room

his former employment fully able to again take up the work in which he was engaged. Such results are not only of great value from a humanitarian standpoint, but in addition represent a constructive service in the highest sense of the term. An injured employe or other person so restored to usefulness is again made a self-supporting, self-respecting citizen, whereas he might have remained an object of charity and a ward of the community.

The Company has also undertaken a Health Con-

A Minor Operation

servation Service. The Laboratories which we have previously described play an important part in this work. If any employe of a policy-holder or if any policy-holder who is insured under the company's Health and Accident Policies has reason to suspect that he has any kidney or bladder trouble he may, without cost, secure from the Laboratories an analysis of his urine. Such analyses are made for the Health and Accident policy-holders as many times each year as may be necessary or desired. A full report is given, together with such directions as will aid in the prevention of disease or the preservation of health. Examinations of sputum, urine, stomach contents, blood, pus or discharge of any kind will be examined and reported upon when desired. No charge of any kind is made to the policy-holders of the Company for this service. The Company is now issuing monthly Health and Accident prevention bulletins to its policy-holders. These bulletins are also mailed direct to the home of the employes of any plant insured and constitute one of the greatest educational means of developing in the home an appreciation of the benefits of good health and proper physical conditions and the means by which these may be attained.

The Company has gone even a step further and in cases where any employe may become so disabled as a result of an injury that he is unable to continue his former occupations he will be given the opportunity of attending a vocational school and be trained in some other character of work which his condition may enable him to perform. At the conclusion of this training he will be found employment of a character which will allow him to earn the highest rate of remuneration possible. The expense of such training and the care and maintenance of the employe during the period thereof is entirely borne by the company. It is needless to say that the steps taken by the company along this line are far in advance of anything that has ever been contemplated heretofore. We believe that they mark an epoch in the solution of modern industrial problems.

(*Advertisement*)

A NEW BOOK ON PRINTING APPRENTICESHIP

A most valuable addition to the list of books upon the subject of printing is "Vocational Printing," by Ralph W. Polk. This book was developed by a man of experience in the mechanical and administrative sides of the trade. Iis a thorough, practical course, covering the recognized trade essentials of printing apprenticeship.

It is written in a simple, understandable style; is condensed, yet broad in scope and arranged in proper sequence of trade development. The book systematically treats the problems of design in relation to printing—a most important feature in the training of young printers.

The book is designed as a text-book for any school offering printing and has sufficient work for two years, allowing two periods per day—each section containing material for one semester. It is readily adaptable to the all-day and part-time Vocational schools and is a logical basis for work in the training of apprentices. The underlying purpose of the text is to present PRINTING, not a mere series of exercises, but actual work as practical as it can be made. 243 pages, 176 illustrations, sent postpaid for $1.35.

"PUFFS" AND "WRITE-UPS" ARE "ADS" SAYS POSTAL DEPARTMENT

Free "Puffs" and "Write-ups," complimentary notes or reviews of the merits of manufactured articles and supplies are advertisements, and subject to the same zone rates tax as display advertising, is the interpretation given of the new zone rate postal law and in consequence the Postal Department is deriving increased revenue.

The regulation affects trade publications more seriously than it does local newspapers. The strict enforcement of the provision is causing embarrassment to publishers who have always been liberal with advertisers and has developed some strange complications.

The following are the requirements of Section 536, Postal Laws and Regulations, as amended and effective July 1st, 1918:

"Matter descriptive of a devise or contrivance of merit that is in fact new is not regarded as advertising when it is inserted in a publication solely because of its value to readers as new, and no advertisement of the manufacturer or other person with respect to the sale of the article or product is carried in the publication. In all cases, however, where a device or contrivance is advertised in a publication any matter appearing in the reading columns with reference thereto is regarded as advertising, regardless of whether or not it is new.

"It may also be stated that matter regarding a device or contrivance may be so written as to constitute an advertisement under the law, even though no display advertisement concerning it is carried in the publication. As illustrating this point, it may be said that matter concerning a device or contrivance should in order not to be brought within the term "advertising" within the meaning of the law, be confined to a mere description of it and its important features, and should not be so written as to constitute a "puff" or commendation. In other words, the matter should be free from all promotive or advertising purposes."

Another provision of interest is the requirement that "Each portion of advertisements and matter other than advertisements should contain its proportionate share of the margin. See letter of July 24, 1918:

"Index to Advertisements,"
"Ready Reference to Buyers,"
"Classified List of Products advertised, etc.,
should be marked "ADV."

Articles or announcements soliciting subscriptions or advertisements, and advertisements of subscription offers or the publisher's business, such as printing done by him, books and other articles for sale, other publications published by him, etc., are "advertisements" subject to the zone rates when applicable."

Many trade journals encourage subscribers in the adoption of labor-saving and space-saving material, as well as favoring, when actually needed, the installation of machinery which will aid in the more rapid and efficient production of work. This is often done without any agreement or promise on the part of the publisher. Most of these papers are continuing this policy and are willing to stand for a little taxation upon this class of matter, but consider that governmental regulation to so fine a point, is not especially conducive for encouraging trade magazines to be more helpful to their readers.

THE WAR AND HOW SOUTH DAKOTA PRINTER-PUBLISHERS HELPED

The weekly papers of South Dakota since the entry of the United States in the war each donated an average of 133 columns of news to war activities and carried an average of eighty columns of paid advertising, some of which was donated by the publishers. The daily papers during the same time donated an average of 654 columns of reading matter and carried 237 columns of war advertising. These figures are the result of a survey made this month by the department of agricultural journalism at the South Dakota State College, one hundred typical replies having been made to the questionnaire.

From these one hundred print-shops, sixty-eight employes or publishers went into the army or navy, five of whom have returned to their work. Twenty others expect to return to their previous work, while nearly every editor said he hopes they all will do so. Twenty-one sons of editors, some of whom were printers, entered the service, one dying in the Canadian army and another at Camp Cody. Forty spent much time serving in such special war activities as the Counsel of Defense, United War Work drive, War Savings Committee, Four-Minute Men, Red Cross, local registration and home guards. Twenty-one editors were chairmen of one or more of the foregoing activities. In many shops, the wife or daughter took the place of an employe in war service.

Newspaper men have been loath to claim any special credit for their war work. In fact, as in the case of one publisher who gave practically a half year to war work outside and to the neglect of his business—and a German at that—practically every man stated his regret that he could not have done more. One editor contributed more than his entire income to war activities, ran his paper without help and kept it going at a loss because its publicity service was necessary. Another editor, in a town of 800, was chairman of four war activity committees, was member of two others, arranged for all local public meetings relative to the war, donated 125 columns of his newspaper space to war work, and financed the expense of the county Red Cross chairman to two surgical dressing classes in Minneapolis.

The war work of the Government would have been greatly hampered without the efficient newspaper machinery ready to carry important war information to the people. The coöperation of editors and local ardvertisers enabled the Government to do a kind of work with great speed that would otherwise have been impossible. Publicity probably had more to do with winning the war than anything else, outside the willingness of the doughboy to go over the top. Constant publicity made the money and heart support come forth, and these made everything else possible. Thank heaven, then for the newspaper in every town and editors who are glad to do anything for the public good.

TWENTY YEARS A SUBSCRIBER

Belle Plaine, Kan., February 8, 1919.

Dear Brother Herbert:—Enclosed find my renewal to the National Printer-Journalist. I have been a subscriber for twenty years and find that like wine it improves with age. It is one magazine I look forward to with pleasure and eagerly peruse its columns, because it is close to the National Editorial Association, which is my great weakness. Long may both flourish.

Sincerely,

J. BYRON CAIN.

ECONOMY SHOWN IN HANDLING PRINTING OF TWO STATES

Information has been secured from two subscribers to the NATIONAL PRINTER-JOURNALIST which shows in unmistakable manner a faithfulness in performance of duty and a most commendable exercise of good business management and careful economy in handling state printing and upon two entirely different bases.

Mr. W. R. Smith, State Printer and Chairman of the Kansas State School Book Commission, who has conducted the Kansas State Printing Office for several years with signal success, resigned his position February 1st to become business manager of the Capper publications. Mr. G. G. Burton, of Topeka, Kansas, who according to Arthur Capper, Governor of Kansas and United States Senator-elect, "is one of the best informed school book men in the west," has compiled comparative statements which demonstrate that the "Sunflower State" is furnishing text-books to schools at a considerably lower price than they can be purchased from general school book publishers. Much of the credit for the condition in the Kansas school book publishing field is traceable to Mr. W. R. Smith's management. The state printing office can furnish six readers for $1.39 and the publishers' price for the same kind and number of books is $2.47. The State of Kansas can provide 21 books, which includes practically all those that are used in the grammar grades, for $4.65, and the publishers' price is $7.69.

This is what some of the authorities have to say upon the subject of school book publishing:

Governor Capper: "The way to procure better texts and lower prices, is for the State to publish the school books."

W. D. Ross, State Superintendent says: "School books published by the State of Kansas are better than those formerly furnished by the school book publishers—superior in subject-matter, material and mechanical work."

A. M. Thorman, Secretary Kansas State School Book Commission, says: "The books published by the State are forty per cent (40%) lower in price than similar texts sold by the school book publishers."

The Kansas policy eliminates big profits, expensive advertising, high salaried agents, heavy contributions to campaign funds, and lobby expenses. Mr. Smith says "Kansas began printing text-books four years ago, in the face of the most bitter opposition from eastern book concerns, who have used every weapon at their command to defeat the project. Every effort is being made to give pupils the best books possible and at the same time to save money for their parents. This saving averaged more than 40 per cent."

From the evidence submitted, it looks like a clear case in favor of the state printing of school books.

When Mr. Smith first came to the Kansas state printing plant as its head, the state was printing nine different text-books. Last year the plant printed thirty different textbooks, the total number printed aggregating 1,800,000. The record of efficiency of the state plant since Mr. Smith became its chief, has become known over the entire country. He saved the state thousands of dollars in the purchase of papaper when the paper market was "right," and by the labor-saving and efficiency methods installed in the plant.

"I regret the loss to the state, but I congratulate Senator Capper on securing for his institution a man who possesses such capabilities as Mr. Smith," said Governor Allen last night. "I have known Will Smith for a long time. He was once business manager for me, and we were associated in business together. The people of the state will be sorry to lose a state officer who has made such a valuable record."

Mr. Smith resigned for the same reason that Secretary McAdoo gave when he resigned. Smith felt he could not afford to continue in office at the salary that is paid the state printer, $2,500 per annum.

Mr. Smith began his third term as state printer on January 13. His popularity in the state is indicated by the vote he received each time he has been elected.

Mr. Smith's management of the state printing plant has caused Kansas to become the center of attention from states that are contemplating establishing such plants as Kansas. California, the only other state that owns its printing plant, was out-done by the Kansas state printing plant last year when the Kansas plant printed 1,800,000 books. California's record year was in 1912, when 1,500,000 books were printed.

"I feel that I cannot afford to continue in office at the salary it pays," said Mr. Smith. "When the war was on I was willing to make a sacrifice and do my best for the state. Now that it is over I feel that I may improve my financial condition without prejudice. However, I will always have the interest of the state plant and the publication of state text-books at heart. As long as I am in Topeka, or in Kansas, if there is ever any time that I can lend a hand to the state printing plant I will be glad to do so."

"I am glad to have Mr. Smith with the Capper Publications," said Mr. Capper. "He will assume charge on February 1st. I have known him a long time and have the utmost confidence in his ability."

* * *

One of the most efficiently operated departments of the State of Illinois is the Division of Printing in charge of Mr. Hiram L. Williamson, who is also Secretary of the Illinois State Press Association.

Illinois has no state printing office as has Kansas, but the Division of Printing places all orders for printing, binding, paper, lithographing, embossing, typewriter and stationery supplies for all of the executive state officers, the Appellate Court, Charitable and Penal Institutions, Normal Universities, Teachers' Pension and Retirement Association, Supreme Court, etc.

The paper stock is purchased by the Director and supplied for all printing work. Records are kept showing orders and amounts used on all work. Proof on all printing orders is read by proofreaders of the Division of Printing in addition to being sent to the department ordering the work for their correction or approval.

Under Mr. Williamson's administration, a saving of over two hundred thousand dollars was effected over the same period of time under other auspices.

When a requisition is made for an article that is not under contract, letters are sent out asking for competitive bids and the order is given to the lowest bidder and these bids are filed with the requisition and duplicate of the order. All successful bidders are required to give bond for the faithful performance of the contract as provided by the statutes.

All copy is prepared for the printer before it leaves the office of the Superintendent of Printing, which saves charges for changes in copy. Various blanks and forms have been standardized which saves an expense and avoids delay.

The store room is located in the basement of the State House with a power cutter intact. This has proven to be quite a saving as well as a convenience. In this room the stock is cut to suit the needs of the different offices. All scratch pads are made from scraps of paper and obsolete blanks and these pads are furnished to the different departments and institutions free. Index cards 3 x 5 inches that retail at $2.20 per thousand are manufactured by this office for 58 cents per thousand. All other sizes of index cards are made at the same rate of saving. Manila folders, letter size, that retail for $12.00 per thousand are manufactured by this office for $6.34 per thousand. Legal size folders that retail for $15.00 per thousand are manufactured at $9.15 per thousand.

At the time the Civil Administrative Code went into effect most of the offices and institutions had a large supply of old blanks on hand. In most cases these old blanks were changed by overprinting and used. Where it was impossible to make the change these blanks were made into scratch pads.

All departments and institutions are sending their printing requisitions to the Department of Public Works and Buildings where they are approved and sent to the office. This makes it possible for the copy to be prepared before it goes to the printer, the stock to be specified and an estimate of the cost made. By doing this it has enabled the work to be handled with much economy.

When it is anticipated that a reprint order will be made, the printer is requested to hold the metal in order that it will not be necessary to pay for resetting the composition. This arrangement was provided for in the contracts with the printers, and will especially be profitable when the bills for the Fifty-first General Assembly are printed, as a great number of bills are introduced in both branches of the General Assembly that are identical.

When the contracts for paper and supplies of all kinds were made in 1917 the needs of all offices and institutions were anticipated. Purchases were made providing supplies that will last from one to two years. Had these supplies been purchased from the markets at the present time the cost would have been from 25 per cent to 100 per cent greater. In 1917 the contract for cotton twine was 40 cents per pound. The market today for the same twine is 75 cents per pound. M. F. book paper that was purchased for 5.78¾ per cwt. cannot be purchased now for less than $9.45 per cwt.

The Department of Printing has deducted during the past year $2,024.58 from invoices for discounts on bills. This was made possible by prompt payment of bills.

A complete new system of accounting and manner of keeping the records of this office has been installed. Monthly reports are made to each department and elective officer showing the condition of the appropriation made to the Department of Public Works and Buildings to be expended by the office for printing, binding, paper, and stationery supplies. A copy of all invoices is sent to the different offices with this financial statement.

All orders are made in quadruplicate—one copy is sent to the contractor, one copy to the department or office ordering the supplies, one copy to the Secretary of State's shipping clerk, and one is kept for the records of the office.

When the invoices are paid such record is made that it is impossible for an invoice to be paid the second time. All invoices are paid on or before the 15th of each month if the supplies furnished are satisfactory and according to contract. Before paper invoices are approved and paid the paper is tested for strength, weight, and composition.

In many cases the style of binding has been changed from cloth to paper covers. In the two years the saving will be at least seven thousand dollars ($7,000.00) on one report. The binding of all reports has been handled in the same manner and the cost has been reduced where a cheaper binding would answer the purpose.

Under the contract of 1915 most lithographed letterheads cost the State $3.65 per thousand. Under the contract of 1917 lithographed letterheads cost the

State $2.35 per thousand. The original lithographing is paid for according to the time required to do the work and it is part of the contract that the stones are the property of the State of Illinois. This will be quite a saving should it be found advisable to change the contract.

WHAT THE RETAILER WANTS FROM HIS NEWSPAPER

By Jens K. Grondahl, Publisher Republican, Red Wing, Minn.

In every business transaction we expect value for our money paid out, together with such courtesy and service as the occasion demands. When a retailer buys advertising space from a newspaper he has a right to expect all this—and more. The merchant wants service and cooperation—and then better service and still more cooperation. While newspaper space is a commodity, sold on a fixed basis—or in all events should be so sold—it is quite different from the buying and selling of merchandise. There are conditions and elements involved which must not be overworked if the advertising is to bring the merchant the best results; on which again depend the future business relations and success of the paper.

This holds true with regard to every community, large or small, but the purpose of these remarks is to view the subject mainly from the standpoint of the merchant and the newspaper in towns of about ten thousand population, and smaller towns as well. In cities of the class named there are many establishments that use advertising space but have no one in their employ specifically trained to prepare and place advertising copy. The merchant so situated wants to be relieved so far as possible of the advertising details, beyond furnishing lists of items and general ideas. The most natural thing in such a case is for the merchant to place the responsibility on the newspaper.

The publisher in a small city who overlooks the necessity and wisdom of giving expert attention to such retailers' advertising needs is not awake in his business. Preparing copy, supervising the typographical work and placing the advertisement so as to be the most attractive and effective, are duties which at the same time are the opportunities of the live newspaper man.

The retailer who gets what he wants in this way—and it is even probable that he may not know what he does want until he sees what he gets—will become a bigger and better advertiser, and this will result in benefits to himself and to the newspaper. The retailer who does not have a regular advertising man wants the same advertising service, so far as quality goes, although on a small scale, that the big store with a well organized advertising department receives. In order to get such service he wants the confidence, the consideration and the coöperation of the local publisher in a superlative degree. He wants the newspaper to get close to his business and take a personal interest in promoting its welfare.

Such coöperation between merchant and newspaper brings confidential and cordial relations which may be likened to those existing between attorney and client or physician and patient. The right advice and the right prescription must be given and the confidential parts of the transaction must not be violated. The same newspaper may serve several competing establishments, and the best interests of each must be promoted in a manner which will not violate the confidence or conflict with the rightful interests of others.

Every fair and square retailer insists that the proper business ethics be observed; no fair and square newspaper man ever violates them. It is safe to say that any newspaper which succeeds in a small community could not possibly win such success except through sound principles and business ethics rigidly observed.

The retailer often wants advice with regard to advertising appropriations for general or specific purposes, and, if so, the newspaper must see the matter absolutely from the needs of the merchant and absolutely not from its own immediate financial viewpoint. It would be folly for a newspaper to encourage the retailer to spend more

Hon. Jens K. Grondahl
Editor Daily Republican, Red Wing, Minn.,
Author and Publicist

than he should, because such a policy would react upon the paper. In this experience the writer has met with instances when he found it his duty to advise the discontinuance of advertising campaigns which, because of changed conditions since their inception, did not hold forth the promise for success; also to advise a smaller appropriation when the retailer is overzealous.

As an illustration of what the retailer wants from his newspaper, let me cite one instance of several which come to mind. A merchant stepped into the office one day and said, "When can you spend an hour with me."

"Tomorrow at 9 o'clock," was the reply.

At the appointed hour we met at his office. He opened his book and showed what his inventory was at the beginning of the year, the amount of goods that had been sold since then and the purchases which had been made, thus indicating, roughly, the amount of merchandise on hand. Then the merchant led the way to the different departments, showing and explaining the various lines of goods, and stated that he wished to dispose of a certain amount of goods in a specified time. "Can it be done, will you do it and what will it cost?" were the questions he asked in rapid succession. The answer was:

"Yes, it can be done. We will do it and let you know this afternoon what it will cost." Before the day was over the merchant was informed and his instructions were, "Go ahead, all I want to do is to pay the bill." The details were worked out, the advertising campaign was started, and when the time was up the results were even greater than anticipated, notwithstanding the fact that a rival establishment on the same street conducted a sale and copied the campaign.

It is the opportunity and the privilege of the newspaper to anticipate the retailer's wants, particularly with regard to seasonable merchandising campaigns, and pave the way for their successful prosecution with the least friction and the greatest efficiency, so that quality service may be given on the shortest definite notice. Comprehensiveness of ideas, readiness of cuts and layouts, together with an intelligent, sympathetic understanding of the retailer's requirements, and a willingness to give service from an unselfish viewpoint, are wanted and prized by the worthwhile merchant.

In a sentence, the retailer wants from his newspaper the publicity that he pays for plus that coöperation and interest and experience which are necessary to make the retailer's expenditures for advertising profitable. And it may be said in passing that if the papers in the larger cities would more freely extend similar coöperation to small dealers, who are usually non-advertisers, they would find it a good business policy. The small retailer in a large town wants pretty much the same from his newspaper as the merchant in the small town—if only he and the newspaper more fully realized the fact. Neighborhood and small-store advertising of course is nothing new in big cities, but such advertising could be more fully developed by the intelligent understanding between retailer and newspaper.

In conclusion, what the retailer wants of his newspaper is that on which in many ways depends his success as a merchant. Upon that same success also depends, in a large measure, the success of the newspaper. The merchant and his newspaper rise or fall together; they sink or swim together; it is for them to be wrapped up in each other's success, and for the newspaper to give its best in satisfying the retailer's advertising wants.

FOUNDER OF CONNECTICUT EDITORIAL ASSOCIATION PRAISED

The Norwich, Conn. Bulletin of Saturday, January 25th, 1919, contains the following with regard to William H. Taylor, founder of the Connecticut Editorial Association, and widely known as "Souvenir Taylor," with legislative experience covering a period of thirty-five years. He is a real valuable asset to the state, and is among the most valued of men when the legislature is in session. It is his pleasure, his drink, his smoke, or as he puts it his "crazed idea" to make life worth living. He is a veritable bureau of information at the capitol, and if queries are put to legislators concerning legislation in the capitol that they cannot answer, the questioners are referred to "Souvenir" Taylor, always courteous and obliging. As in former years, he has been selected to compile the manual and roll, a work for which he is exceptionally qualified.

"Souvenir" Taylor was the originator of Legislative Reunions in Connecticut, and is always working out something unique and praiseworthy. He is now undertaking the preliminary for the gathering of the largest number of law-makers ever convened in the state, a grand, a mammoth reunion, of all state officers and of all legislators, now living in celebration of the centennial of the Connecticut general assembly, which comes May 7, 1919, and while the legislature is in session. His plan is to get the present members, senators and representatives together, outline his plan, and leave it to active committees to do the rest. He will endeavor to have the legislators organize a centennial observance committee, with the least possible delay. Leading members of the house and senate have become interested and it will be the greatest gathering of the character ever held in the state and worthy the centennial observance.

UNIFORM RATE CARD ADVOCATED

The American Association of Advertising Agencies is seeking to secure the adoption of a standard rate card by newspaper and magazine publishers. The size of the card recommended is 6 x 3½, and the color of stock for daily or weekly local newspapers should be white and buff and India that for any other kind of publication. The weight of the stock is 140 lbs., 25½ x 30½. The following are a few of the other particulars that are contained in a circular just issued by the Association:

General Information

Index line should show first Town, then State, then at a distance of two inches from the left-hand edge of the card (when practicable) name of paper. Do not have space between Town and State. There will usually be a little space between State and Name of Paper on the above plan.

The index line should be in exact position shown on Specimen Cards herewith.

The figures, 1, 2, 3, etc., for the seven sections, and the a, b, c, etc., for the divisions in the sections, should be used, no matter whether the card is single or multiple. The arrangement of matter should be in strict accordance with the Classification Scheme shown on Card No. 3.

Publishers' promotional and general advertising matter should not be printed on the rate card, but when sent to an agency should be separate.

The Specimen Cards are prepared for the purpose of showing classification and arrangement only. They have no bearing on the appropriateness of the rates themselves.

"Line," if used alone, is to be interpreted "line agate." If "line nonpareil" or "line counted" is intended, it should be so stated.

All information should be complete in itself, so as to be clear without any reference to the key or "classification scheme," for example, under 5b print "Depth of column 287 lines" rather than simply "287 lines."

If certain information ought to appear in two places, either put it in both places, repeating it in full, or else put it in one place and in the other say "See under 2a."

It is desirable that rate cards prepared under the new system be serially numbered, the first card issued being Card No. 1, the second card (at some later date) Card No. 2, etc. This will be an aid to the agency in deter-

mining whether it has received at the rate cards as issued.

The cards should be sent to each Agency from a list that will be supplied by the Association.

Of course it is optional with the publishers whether to send them back by registered mail or not. However, if so sent the receipts will establish the fact that the agencies have the new cards, and this, no doubt, would be an advantage to publishers in some cases.

Rate cards should have a line in upper right-hand corner in small type, "Rate Card issued (such a date)" in addition to the paragraph, "Rate Card in effect (such a date.)"

In case of one publishing house having two or more publications, the rates of which are combined, or the rates for which in the past have been given on a consolidated rate card, the following suggestion is made: Either send each agency as many rate cards as there are papers, each one with a specially printed index line for that paper, or else send a complete rate card indexed under one of the papers and send also blank cards with index lines reading as follows: Albany, N. Y. Women's Wear. For rates see card Schnectady, N. Y. Women's Wear." This constitutes cross-indexing and will be to the advantage of the publishers concerned.

It is sugested that publishers should at once correspond with the American Association of Advertising Agencies, Metropolitan Tower, New York, N. Y., and secure further particulars in regard to the Standard Rate Card.

PAST-PRESIDENT TOMLINSON DEAD

Founder of Morristown (N. J.) Daily Record, Succumbs to Diabetes

Edgar H. Tomlinson, editor and proprietor of the Daily Record of Morristown, N. J., died January 27th, from diabetes. He was fifty-two years old and a native of Pennsylvania. He founded his newspaper in 1900, and for eighteen years had maintained it as politically independent.

Mr. Tomlinson lived upon his father's farm until he was twenty-five years old. For years he had laid aside every dollar he could, and then he established the Record.

At various times Mr. Tomlinson, by his frank utterances, incurred hostility of both the Republican and Democratic organizations, but his policy never changed.

The vigor of Mr. Tomlinson's stand for right principles brought to him the attention of the National Editorial Association and he became its vice-president in 1916 and was the president in 1917, presiding over the memorable convention at Minneapolis.

He leaves a widow, Mrs. Mary Tomlinson and a son, Lieutenant Norman Tomlinson, U. S. A.

In 1916, following the convention of the National Editorial Association in New York, Mr. Herbert C. Hotaling then the First Vice-President, with Mrs. Hotaling and daughter, were guests at the home of Mr. and Mrs. Tomlinson. The following paragraphs are from an article which Mr. Hotaling wrote for his home paper at that time:

On our arrival at Morristown we were met by our host with his auto and in short order were at home with friends partaking of a most tempting dinner. The Tomlinson home is located on one of the shady residence streets of the city and the view from the rear of the home impresses one very much the same as that secured from some of the hills overlooking Mankato with this exception, Mr. Tomlinson's yard is filled with trees laden with ripening cherries and roses like those which would grace an Oregon garden. The home is a restful one with broad porches, an air of comfort and hospitality permeating all the surroundings.

"The new president and his charming wife are busy people like all connected with the newspaper business. They have their cares but are of the sunshine spreading class and we feel very certain that the coming year will be one of the most successful in the history of the National Editorial Association. Mr. Tomlinson is a quick thinker, a worker, one not given to show but rather to results as indicated by his work the past two years in endeavoring to solve the troubles of the printer and the foreign advertiser. To know this man is to know a student of the printing industry, one who has faced all the problems that confront the publisher who conducts an inland daily paper and who can sympathize with even the smallest publisher in his trials and cares.

Mr. E. H. Tomlinson, Deceased
Thirty-second President National Editorial Association and Proprietor Daily Record, Morristown, N. J.

"At the conclusion of the dinner a visit was made to the Record office over which Mr. Tomlinson exercises personal supervision and a trip through the plant was taken. The office is well equipped in a building constructed for the business, but the indications are that it will have to be enlarged to keep up with its growing needs. After furnishing copy for the Linotypes, giving a few directions to the reporters, talking with the pressman, looking over the paper supply and running through his mail, the busy man of the "Record" was ready to take a short 'lay off' to show us the beauties of Morristown and they are many."

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES
Established in 1883 as "The Printer and Publisher"
Published Monthly by The Ravenswood Press
4610-18 Ravenswood Avenue, Chicago, Illinois
Entered at the Chicago Postoffice as Second-Class Matter
BENJAMIN S. HERBERT - - - - - Managing Editor
WILLIAM E. HERBERT - - - - - Business Manager
E. GEORGE ERTMAN - - - - - Special Representative
Official Paper of the National Editorial Association
Member National Editorial Association, United Typothetae of America, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association.
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
CHICAGO. ILLINOIS, FEBRUARY, 1919

A few months ago, when patriotic fervor was rife in the land and men, women and children alike, vied with each other in supporting every war interest, the person who gave expression to disloyal utterances was shunned as one stricken with a loathsome plague. Today, one hears upon every hand, scathing criticisms which grieve and alarm the sincere patriot.

Many of the metropolitan newspapers, afflicted with various grades of "yellowness," are guilty of spreading much of the dishonorable, mischief-making perversions of truth and masters of political buncombe, are waxing strong in favor wherever listening ears of the gullible masses are open to their nefarious vilifications and ranting abuse.

One hears it said that the people will not support the Fifth Loan, that bolshevism is winning adherents in America by the thousand or that commercial and industrial conditions are fast growing worse.

The whole gamut of lies is run by loose-tongued ignoramuses and apparently there is no effort made to check the flood of maliciousness. One might reasonably question whether the liberties lately worth dying for are worth are living for.

Thinking people will eventually get together and put a check upon distrust, the fomenting of strife, the setting of class against class, but by that time much harm will have been done. Sanity and clarity of reasoning seems to have temporarily yielded place to the unbridled ravings of unbalanced minds. Bolshevism, which is anarchism in disguise, fattens upon social unrest and the continuance of strikes. The clashing of capital and labor will encourage a condition akin to that prevailing in Russia. The two-fisted policy of Seattle's executive may be adopted to advantage in many like situations.

It is time to call a halt and the leaders of opinion everywhere, officers and members of patriotic organizations, reserve militia companies, returned soldiers and sailors, and every one else with a patriotic heart and the ability to stand upon his feet and think along straight lines, must come to a quick realization of the importance of their task of defending and upholding the sacred principles of government which have made America great and respected among nations.

Industrial strife must be checked by forming a league of reason. Conferences of labor and capital, when honorably directed, will result in an adjustment of differences and the engenderment of friendly relations between employers and employes. As for the correction of bad governmental policies, has the ballot box been forgotten? Are not men now in office amenable to reason or to disclpline?

We must look well to keeping our democracy safe for ourselves at home or we shall lose those cherished ideals and noble visions of which we have for so long professed possession. The furious patriotism of war mut now give way to the higher and nobler patriotism of peace or we will deserve to be called "blind leaders of the blind," a nation whose liberty has been displaced by license.

* * *

Business methods are not followed in all printing and publishing offices, despite the years of exhortation by trade journals and the efforts of trade associations. An attempt to carry on correspondence with any considerable number of printer-publishers will prove that to any one who cares to make a test.

A New York company recently had an experience which is eloquent of the laxity prevailing in many publishing offices, but none of them, we hope, are numbered among the readers of this journal.

The company sent to 1,124 country newspapers in six western and southern states an advertising order for the insertion of the American Tobacco Company's advertising at agreed upon rates. The instructions for running the schedule were very plainly stated and the average amount of each order was $22.

Insertions were carefully checked with the following rather startling results: Only fifty-four per cent gave complete and perfect service. Nine per cent gave complete service, but ran the schedule out of order. Twenty-nine per cent gave partial service—that is, did not run all the ads as scheduled. Ninety-two per cent gave service of some kind. Three per cent rejected the advertising as objectionable. Five per cent were never heard from. It is not necessary to elaborate upon the lesson to country publishers in general which the foregoing conveys.

* * *

The enormous wage increases, necessarily made in printing and publishing offices as a result of the favorable decisions rendered by the War Labor Board at Washington, and the advantage taken of the present situation by various unions, as well as because of the disposition of employers' organizations to recognize the fact that increased costs of living require substantial recognition, frighten many proprietors of establishments and inspire fear as to their future. The successful conduct of a printing office

is perilous when war conditions prevail, but it is going to be doubly so during the period of reconstruction.

If any one had prophesied a few years ago, that ordinary compositors would be paid $37 for a 48-hour week, that cylinder press feeders would receive from $18 to $28.50, and that the platen feeders would draw double the amount in wages then paid, his sanity would have been questioned.

The day when a thousand cards could be run profitably for $2.50 has gone. Letterheads on ordinary bond stock are now worth $5.00 a thousand at the very least. The time when a 16-page advertising program could be sold at a flat rate of $2.50 has passed into memory. Costs of operation of many composing-rooms are now 4 cents a minute and in the platen press-rooms the rate is 3 cents a minute.

The business manager of a printing office, however small, must now become something more than an ordinary director of an enterprise. If he is to remain in business he must know his costs. There is no disputing the fact that circumstances have forced him to the adoption of a working program that drains all of his energy.

There is some cause for fear, but if apprehension jolts one into his senses and causes a stiffening of his spinal column, the probability is that customers will become educated up to the fact that skilled labor, paper stock, printing ink, type and machinery really cost money. Some patrons of printing offices, strange to relate, have learned the fact already and the prediction is made that a good many more will be well informed before the year has closed, or there will be more sheriff signs displayed upon certain front doors than ever before in the history of the industry.

* * *

There is a divergence of opinion among publishers of newspapers as to the advisability of exchanging newspaper space for railroad transportation and the advocates of better business methods, the selling of space at a fixed price and the buying of traveling accommodations upon the same basis, have the best of the argument.

However, there is much to be said upon the other side of the question and many officers of press associations incline to favor the arrangement, especially those desirious of having a large and representative attendance at annual gatherings of the profession.

The point is made that all rules have their exceptions and when a newspaper editor or publisher wishes transportation to attend a convention of fellow-soldiers of opinion in the interest of his community, commonwealth and nation, that the ban should be lifted.

The contention is offered that the country papers of the United States and Canada, served the cause of world democracy with such distinction in the most recent of its crises, that they have forever won a place of eminence in the affairs of men. Leaders of thought and champions of right everywhere now appreciate that the individually-directed newspapers stirred the people of the inland cities, towns and villages to a high pitch of patriotic fervor and injected a courageous enthusiasm into their lives and thought which largely contributed to the ultimate result,—a most decisive military victory.

These moulders of men's thought gave of their time and energy with heroic abandon. They freely offered thousands, nay millions of dollars' worth of space in their newspapers (a commodity which they sold to others) in aiding the sale of bonds, war saving stamps, and promoting Red Cross and other war interests. They received no payment from the Government for this service. Many would not have taken payment if it had been offered, although every publisher knew full well that every one else was paid for anything Uncle Sam required and that a good many profited handsomely at his expense. The Treasury Department had millions to distribute to others but nothing for the country publisher.

The railroad administration has increased wages of all employes and has expended millions in buying supplies and materials and now wants the newspapers to give their valuable space in recounting, with favorable comment of course, much of what has been more or less wisely done. In the name of simple justice is there not some reason for a little more consideration of the publishers' rights? In the vernacular of the day, must the country publisher always "be the goat"?

In attending an editorial convention, the newspaperman is in a very real sense a representative of the public and in learning how to conduct his business with greater effectiveness for the common weal, he will aid materially in promoting the whole nation's welfare. "The public press" can be made to function much more efficiently for the promotion of the best interests of the country-at-large if more encouragement is given to newspaper editors to attend conventions.

One might even go so far as to say that if the Government as an institution for serving the will of the people, really understood the advantages derivable to the nation by the holding of large and representative press conventions, the editors would not have to worry very much about transportation to and from their annual assemblies.

Not only are these gatherings of the press of inestimable advantage to the public but the educational journeyings into all sections of the country enable the moulders of thought of their respective communities, to gather information concerning commercial, industrial, and agricultural conditions by direct contact and close observation, which they present to their thousands of readers at home,—thus promoting the common knowledge of their country's advantages

and resources among those citizens who, in times of stress, have always formed the bulwark of America's liberty.

In these days of readjustment and reconstruction all departments of the national government may function much more smoothly and effectively if the service of the press is used with wise consideration. Certainly the Government's continued failure to practically and substantially recognize so useful a channel of expression, approaches criminal negligence.

THE RESPONSIBILITY OF THE PRESS IN THE RECONSTRUCTION PERIOD

BY W. A. PATTERSON, MANAGING EDITOR WESTERN NEWSPAPER UNION

The following is the text of an address delivered before the Colorado Editorial Association in the Albany Hotel, Denver, January 20, 1919:

"The hope of the world lies in rural America."

That is a statement that you hear frequently in Europe, and especially in England. It is a statement expressed by leaders of thought in both England and France, by men representing practically all classes except the anarchistic or bolshevik elements—and I am sorry to say that these form a very considerable part of the population of all European countries.

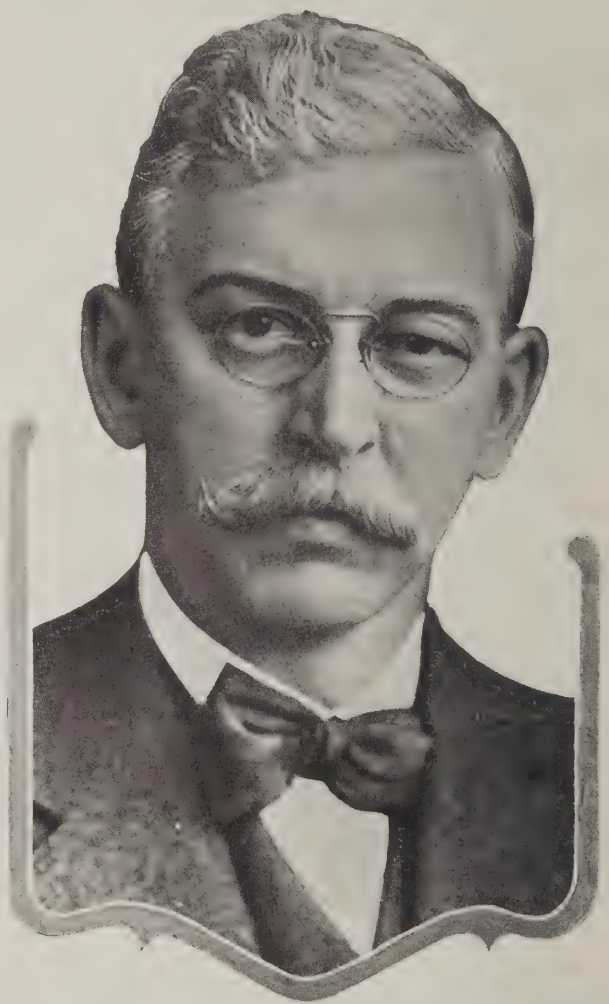
In elaborating this thought these same men will tell you that something of the same menace to civilization that is found in Europe can also be found in the larger cites of America, but they believe the great stabilizing influence in American life, the people of the rural American community and the people of the majority of the small American cities, will save civilization for the world.

CIVILIZATION HANGS BY A THREAD

I feel that I saw enough of conditions in England, France, Belgium, Scotland and Ireland, and that I heard enough of conditions in Russia, in what were the central empires and in the Balkans, from men who were qualified to speak, to warrant my saying that the civilization of the world is today hanging over over an abyss, and hanging by a rather slender thread.

I would not say that it is probable that this thread will break, and the civilization of all the world be plunged into the chaos that is now found in Russia, but I would say that it is possible. If the possibility does not become a reality, it will be because those who are in a position to direct the thought of the people, lead them into safe paths and give time for the social and industrial changes that the terriffic conflict in Europe has made inevitable, will have been successful.

All of Europe is today very much like a volcano with many openings. The world war has started eruptions, but so far these eruptions have been localized and confined to different craters, each in itself comparatively small. If these eruptions can continue to be localized and confined, if the whole top of the great mountain of passion does not blow off at one time, the civilization of the world will endure, and time will bring about the changes that are essential



Mr. W. A. Patterson, Managing Editor Western Newspaper Union, Chicago, Ill.

to meet the new social, political and trade conditions which the war has produced.

But should all of continental Europe explode; should the anarchism terror spread throughout Germany, the countries that once formed Austria-Hungary, the Balkans, France and Italy, it would be quickly reflected in England, and within a very short time in America. And there is danger, a very grave danger, of this happening. I trust, and believe, that it will not happen, but it may, and it may come almost within a day if it comes at all.

OTHERS SEE THE POSSIBILITIES

I do not wish to be considered an alarmist, or to have you feel that I am alone in this view of possi-

bilities. Just before I left England to return to this country, there arrived in Europe a party of editors representing American religious papers. I had seen conditions in Europe while the armies were still fighting, while the Hun was yet to be conquered, while the spirit of the allied troops was alive to finish the job, while the iron hand of military discipline controlled the vast armies of fighting men struggling ahead for a definite object—that of defeating autocracy. Passing through England, these men of the religious press reached France and the men of the allied armies after the fighting was over, after the defeat of autocracy had been accomplished. Among these men was Doctor Grey, editor of the Baptist Standard, one of the most conservative of the church papers. In a statement issued after his return to America, Doctor Grey said:

"There is not a stable government in Europe from the Rhine eastward. I believe the United States must do its share in settling the world's problems, but I am not so sure of a league of nations which will embrace all the nations as they are now constituted.

"I am in favor of an alliance with England, France and Italy. I think this is necessary, but we must be alert to the disturbed conditions which prevail abroad.

"Germany is not so demoralized as Russia, but bolshevism is a danger in Germany. I feel like devoting considerable time to trying to arouse our people in America to the dangers involved to the need of working with the goverment toward settling the troubles.

"Our people ought to be patient if demobilization is slow. I was informed by Canadians of authority that it was the purpose of Canada to leave 100,000 of its 400,000 men in Europe indefinitely."

Things are happening every day in Europe that point to a spread of a reign of terror. Governments rise and fall almost over night, and returning observers tell us that the spirit of anarchism is infecting even the armies that defeated the Huns.

AMERICA IS TODAY A PART OF THE WORLD

Many of the people of America—I should say a large majority of them—do not seem to realize that whatever affects the rest of the world, and especially that part that has been considered the more highly civilized, is bound to affect America. We have left behind us our days of isolation. We are today more than a part of the western hemisphere with only localized interests. We are today a very important part of the entire world, a world that is facing new and serious problems which we must help to solve, and all of these problems are along the lines of world reconstruction, not merely American reconstruction.

I greatly admire the metropolitan press of America as interesting, readable newspapers. The editorial pages of most of these papers are conducted along safe, constructive lines, but the vast majority of the people of the cities, and especially those of the unthinking and emotional classes, do not read the editorial pages. But they do read the sensational headlines over the startling news from Europe, and these headlines are not tending to lead the people into safe and sane paths.

But—

"The hope of the world lies in rural America."

And it is the country press that can mold the opinions of the people of rural America. Into what paths should the country press, the country daily and weekly newspapers, attempt to direct the people they reach that America may do her part in preventing the spread of terrorism and of the chaotic conditions produced by anarchism throughout not only America but the world?

WHAT AMERICA'S RURAL PRESS CAN DO

It is useless to hope, even if it were desirable, to prevent a radical change in the social, political and industrial life of the world. This change is bound to come, but it cannot come all at once without producing industrial and social and in many cases political chaos. The people of your communities are the conservative people of the nation. They have neither the great wealth of the monied classes of the large cities, nor do they suffer from the abject poverty of the poor of these cities. They, better than any other class of the American people, are in a position to look sanely and unselfishly at the new social and industrial problems. At the same time they are people who look carefully before they leap; they are of a class that wants to do things in an orderly way; they have a profound respect for government, and realize the necessity for government along orderly lines.

You, as editors of the country press, can foster these ideas of your people. You can start them to thinking and keep them thinking, and create that sentiment for a sane and unselfish consideration of the new problems that will give time for a practical and safe solution of these problems. And time for a safe and sane consideration is the one great thing that is needed.

I am convinced that America must continue to play a big part in the reconstruction of Europe. She must, in fact, lead in this reconstruction. Both English and French statesmen assured me that America was the one nation that could lead; the only nation that all elements of Europe would be willing to follow. And it is for our own safety as well as for the safety of the entire world that America must lead.

If Europe escapes the terrors of a reign of anarchism the problem of reconstruction will be much simpler than if she does not escape. But in any case, there are many new governments to be established, many boundaries to be fixed, and no one of them will be satisfactory to all; many antagonisms must be overcome. The peace conference at Paris

can recognize governments or peoples, can fix boundaries, can make international law, but, like any other law-making body, unless it has a policeman to enforce its decrees they are valueless.

AMERICA MUST BE ONE OF WORLD'S POLICEMEN

America must provide more than words to assist in the reconstruction of the world, and to help re-establish the nations on a permanent peace basis, if she is to maintain her new place as the leader of the world. She must help to finance this new world into which we are moving, and she must help to police it until such time as it can and will police itself.

When the editors of American newspapers can realize and feel that great place that our nation occupies today, by sensing the tremendous influence we have upon all the peoples of the world, we will believe unreservedly in the destiny of our country. When we believe this we will be in a position to make others, the readers of American newspapers, believe as we believe. And there is no greater work that can be done by the editors of America's rural newspapers than that of making the people of rural America see the necessity for the maintenance of American troops in Europe until all the vast work is accomplished; until a league of nations organized to preserve the peace of the world is a fact thoroughly established in the minds of the people of the world, and not merely a paper creation. To be sure this does not mean keeping our present troops in Europe, but it will mean replacing them with others that will be enlisted in the regular army for that task. Then, too, America must finance this new task, and it is the duty of every citizen to assist in doing this, just as it was the duty of every citizen to assist in financing the war.

The editors of America should teach their readers pride in their country's new place in the world. They should localize this and apply it to the people of the individual community, and the people of the community should be just as proud of the American boy who is doing the policeman's job in Europe as they were of the American boy who helped to defeat the armies of the Kaiser, for the one is just as important as the other, as important to America and to the world. The people of the community should respond to the government's appeal for funds with which to carry on America's part in reconstruction as they did to carry on America's part in the war, and the newspapers should encourage this by showing that the people who buy government securities in reconstruction times are just as patriotic as those who bought during the dark days of the war.

HELP TO CULTIVATE COMRADESHIP WITH ENGLAND

There is one other thing I should like to see the press of America do, and especially the press of rural America, and that is to teach a greater degree of comradeship and affection between the English-speaking peoples of the world. There is no reason why we should wish to twist the tail of the British lion on every possible occasion, but there is every reason why we should have that same affectionate regard for England that we have for France. We firmly believe in the justness of our cause for war with Germany. We believe that Prussian militarism menaced the entire world, America included. It was our war as much as it was the war of England or France or Italy or Belgium. Feeling that way, I know the American people would feel toward England as I felt, could they have looked, as did I, upon that magnificent English fleet that kept the sea lanes open, that stood between the armies of civilization and defeat at the hands of the millions of autocratic Germany. They would feel as I felt could they have seen, as I saw, the hundreds of thousands of graves of British soldiers buried in France and Belgium, and realized that those soldiers died in a cause that was as much ours as it was theirs. Whatever may have been true of the past, today American ideals are English ideals; today every class of the English people wants the affection of the people of America, and the mutual affection of the people of these two nations will form the greatest guarantee of permanent world peace that can be conceived.

Will not the editors of American newspapers assist in bringing about this affection on the part of our people for our cousins across the ocean, akin to us in ideals, in language and institutions, and in this way assist in the accomplishment of one of the greatest of the reconstruction problems, that of establishing a safe basis for permanent world peace?

LUDLOW COMPANY TO SELL DIRECT

The Ludlow Typograph Company announces that it has cancelled the selling agreement under which the Mergenthaler Linotype Company has been handling its goods in the East and will hereafter sell its products direct to the trade through its own sales force. The new arrangement became effective January 1, 1919.

The Ludlow Company announces the appointment of Charles J. Johnston as Eastern district manager, with salesrooms and offices at 606 World Building, New York City.

The Eastern district comprises the New England States, New York, New Jersey, Delaware, Pennsylvania, Maryland, District of Columbia, Virginia, West Virginia and North Carolina.

INTEGRITY MUTUAL LOSES FAITHFUL PRESIDENT

The death of Charles Helmuth Seybet, President of the Integrity Mutual Casualty Company, occurred at his home in Highland, Illinois, Friday, December 13, 1918, in the 79th year of his age.

Mr. Seybet was one of the charter members and founders of the Integrity Mutual Company and served as its president and on its board of directors and executive committee since its organization in 1911.

With fidelity and zeal he served the interests of the policy holders and much of the success of the company is attributable to his well-nigh passionate devotion.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

MANY newspaper publishers throughout the land, I take it, have lately adopted the "cash-in-advance-stop-at-time-of-expiration" program in connection with their subscription departments, which is a most gratifying fact to one who has long urged and supported the idea, even though popularity were enforced through the late War Board's order, rather than voluntary.

While the "cash-and-stop system must appeal to any man of good judgment as the only business-like way of running a newspaper, nevertheless, those who adopt it will find that it is not so easy to hold a "big list" of subscribers as it used to be under the old system of credit.

Under the old method there were hundreds of publishers who felt symptoms of heart failure at the thought of taking a name off the mailing list, and no subscriber was ever stricken from the books until he came after the editor with an ax, or turned that other more heartless and cowardly trick of "removing and leaving no address." Even under such provocation, I have known country publishers who made the change with a reluctant sigh. The idea seemed to be the building up and maintaining of a large circulation, regardless of costs and profits.

But, thank heaven, that condition is passed, or rapidly passing, and the publisher who still follows the old system, a back number. Newspaper men of this day are realizing more than ever before that there is no good reason why a newspaper should not be a paying institution, as well as any other business concern, or any other branch of the calling, such as the jobbing department, for instance, which has always been expected to pay a profit. And with this new realization comes the logical knowledge that 'twere better to have small list with bills paid, than a large one with a lot of bills payable.

And, naturally, one of the initial steps which this new knowledge dictates, is, first, placing an adequate price upon the newspaper, sending it to the subscriber for the full length of time for which he pays, and then promptly stopping it, unless the subscription is renewed.

But, as intimated in a foregoing paragraph, this means a constant paring down of one's circulation, which we modern newspaper-makers are just as jealous and eager about as our predecessors ever were—perhaps we may be a little more so, if such a thing were imaginable, for we have the additional incentive of profit—our subscription account must, or should, show a clean margin of profit at the end of the month, just as logically as that our advertising or jobbing accounts should show gains.

But, it remains clear that, if something is not done to check or counterbalance this stopping of the paper when the subscriptions expire—this "paring down process," as it were—the first thing an editor will know his 800 circulation, of which he was so proud and pleased, has dwindled down to a mere 400 copies weekly.

Under the old style of running a newspaper, the subscription list required but little attention, other than putting an occasional new name on, or taking off the name of someone, as before mentioned, who had "removed and left no address."—the kind that invariably owed the publisher from $4 to $20 on subscription account. But, with this new order of things, this has all been changed—the newspaper man must keep in close touch with his list, and besides keeping it up to the minute in dates and addresses, must constantly be doing something to induce the "stops" to come back.

Personally, I adopted the "cash-and-stop" system in my own business some six or seven years ago, and, while I freely confess that my circulation has never since reached the high figure attained before, I have had no cause to regret the change. On the contrary, I have had cause to congratulate myself, for now I have a deeper respect for my circulation—every name of which is paid for strictly in advance and stricken off so soon as to the time has expired. Such a circulation, I know, is better for my advertisers than the old one of greater number, but less appreciative readers.

There are people a-plenty who will gladly take a paper, if they do not have to pay for it on the spot—and there looms in the future (to such) the always alluring possibility that by some hook or crook they escape entirely their responsibility in the transaction: which is why a newspaper which extends subscribers credit is very apt to have a larger number of names

on its mailing list than one which is conducted strictly on a cash basis; but, for my part, as a practical neswpaper man, I prefer cash subscribers to a mere circulation. And, if I were an advertiser, I am sure I should feel the same way about it.

But, let us hark back to the main point of this dissertation: Now that so many of us have adopted the "cash-in-advance-stop-at-time-of-expiration" system, how are we to best keep tab on our subscription lists and reclaim the subscribers whom we must be dropping every month?

In my own experience, I have enlisted a very simple system for all these purposes: In the first place, I have the original entries (that is, the subscribers' names, addresses, and dates of payment and expiration) all in the form of a card index. Whenever a payment on subscription account is made, besides entering the receipt in the cash book, the proper card is selected from the filing case and the payment recorded thereon, after which the card is dropped into a wall pocket, where it remains until the end of the week, when all such cards are taken out and the changes made to correspond in the mailing galleys of type. Then these cards are carefully distributed back into the filing case.

Of course, the proper thing perhaps, would be to correct the list each week, as regards expirations; but in my office, where help is limited, as a matter of economy, the rule is to take off all "dead ones" only at the end of the week following the last edition of the paper in the month. But, to get these discontinued names back upon the list as paid-up subscribers, is the big question, and doubtless many of my readers have long ere this hit upon efficacious means toward the desired end.

I have found a system of notification of the time of expiration very valuable in inducing renewals, the notices to be sent out a week or two prior to the date of expiration; and notices in the form of brief circular letters, enclosed together with subscription order blank and self-addressed printed envelopes have brought much better results than mere postal card notices, for the simple reason that the order blank and the addressed envelope make it easier and simpler for the subscriber to re-subscribe by mail. This first notice, then, should be followed up a week or two later by a little stronger appeal, and, if this second urge fails to bring the dropped one across, a third, and even a fourth letter is advisable.

Here is the kind of a letter which the Minden (Neb.) Courier mails to its subscribers just prior to the date of expiration. The "check" referred to in the postcript is reproduced as Exhibit 1:

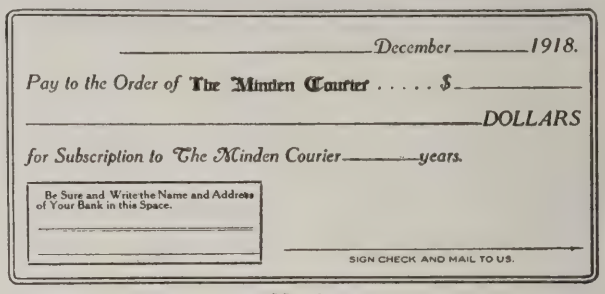
THE MINDEN COURIER
"THE KEARNEY COUNTY NEWSPAPER"
Minden, Nebraska

Dear Friend:

According to our books your subscription expires before the New Year unless you have only recently paid it ahead.

Your name will not, however, be removed from our mailing list if we receive your renewal before the first of January, but at that time all unpaid subscriptions will be taken off the list.

I feel sure that you intend to keep on taking the Courier and urge that you give the matter your immediate attention for it is our desire to lose none


December 1918.

Pay to the Order of The Minden Courier . . . . . $

DOLLARS

for Subscription to The Minden Courier years.

Be Sure and Write the Name and Address of Your Bank in this Space.

SIGN CHECK AND MAIL TO US.

No. 1

from among our many leaders. You will note that it is much to your advantage to subscribe ahead three years for five dollars as advertised on the editorial sub-head. No doubt you contemplate keeping the paper for that long a time anyway and a dollar saved nowadays is no small item to consider.

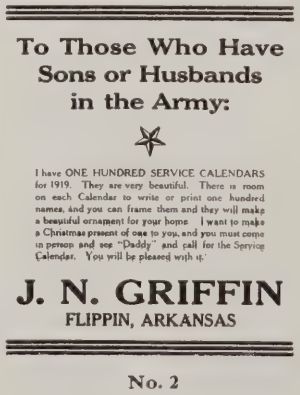
Can you afford to let a matter of less than four cents a week keep you from receiving your favorite newspaper next year?

LEE A. RICHMOND,
Business Manager.

P. S.—Just fill out attached check and mail it to us—we'll do the rest.

* * *

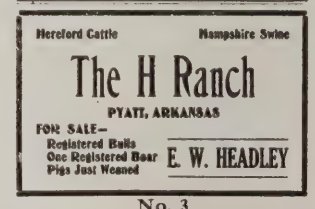
From R. H. Hand, manager of the Yellville (Ark.) News and Mining Reporter, comes a number of displayed advertisement specimens together with a sample copy or two of the paper itself, of which Brother Hand remarks: "These are ads from our paper. Criticise them. Under separate cover are specimens of our paper. Treat them as you like. Work done by myself," which is surely giving me all the liberty one might ask. The advertisements, of which I am showing three specimens (Exhibits 2, 3, and 4) are


To Those Who Have Sons or Husbands in the Army:

I have ONE HUNDRED SERVICE CALENDARS for 1919. They are very beautiful. There is room on each Calendar to write or print one hundred names, and you can frame them and they will make a beautiful ornament for your home. I want to make a Christmas present of one to you, and you must come in person and see "Daddy" and call for the Service Calendar. You will be pleased with it.

J. N. GRIFFIN
FLIPPIN, ARKANSAS

No. 2


Hereford Cattle Hampshire Swine

The H Ranch

PYATT, ARKANSAS

FOR SALE—
Registered Bulls
One Registered Boar
Pigs Just Weaned

E. W. HEADLEY

No. 3

HAVE YOU TRIED OUR

Crusher Jaws and Roll Shells

?

If not you do not know the quality of hard iron we are producing in our foundry. Give us a chance to show you what it will do for you.

Joplin Supply Co.
Joplin, Missouri.

No. 4

generally neat and serviceable, because all are properly whited-out and correctly displayed. The high degree of simplicity in Brother Hand's work is one of the chief charms. And my examination of the News-Reporter itself convinces me that it is a very bright and newsy home paper, with an editor-manager who knows his business and is not afraid of work. The news-stories are very creditably done and very pleasing, too, is the fine department of editorial paragraphs. Many of these last are on themes of interest and benefit to Arkansas farmers. Typographic-

MINING REPORTER
BETTER TIMES AHEAD FOR THE ZINC INDUSTRY
SOLDIER BOYS ARRIVING HOME FROM OVERSEAS
ALFALFA CROPS THRIVE ON THIN UPLAND FARMS
CIRCUIT COURT POSTPONED ON ACCOUNT OF FLU
NOW THAT THE War is WON
Bank of Yellville
Tonnage Belt
Joplin Supply Co.

No. 5

ally, this is a high class sheet, too, although I disapprove of the front-page ads and the haphazard style of arrangement of advertisements in other pages. 'Twould be better to keep a clean front page and adopt the "triangular" form of ad-arrangement, as so often outlined in these columns. The News-Reporter's first page is shown in Exhibit 5.

* * *

Editor Herbert has forwarded me from headquarters the following very interesting letter, together with the specimens referred to therein. While the sheet is sent "not for criticism," I cannot forego these few remarks: Under the conditions described, the Lerna (Ill.) Weekly Eagle is quite a creditable product. The print is actually superior to that of some papers impressed upon more modern machinery, and, considering the materials available, the ad-work is not so bad. Here is the letter:

Lerna, Ill., December 16, 1918.

NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

Dear Sirs:—Am sending you a copy of the Eagle, not for criticism, but to show what can be done on a Washington hand press, with a roller of unknown age, by a man sixty-eight years old and who has been connected with the printing business since 1859. Much of the type is old and battered and has had much abuse by my predecessors.

If you desire it, some day I can furnish you with an article on "Fifty-nine Years in the Printing Business."

With the exception of the rolling, and the ready-print side, I did all the composition (without manuscript), all the ad-setting, made up the forms, did the press-work and all the mailing to subscribers. Considering the facilities at hand, I think some of the ads are creditable.

Truly yours,

ADOLF SUMERLIN.

P. S.—My father was a printer and worked on the St. Louis Republic and the Quincy Whig in the early 50's.

I feel confident that Brother Sumerlin's article, "Fifty-nine Years in the Printing Business" would prove highly interesting and edifying to younger men in the calling, and here's hoping the pages of an early issue of this journal may contain it.

* * *

Oxford Junction, Iowa, January 6, 1919.

Mr. O. Byron Copper, DeSoto, Wis.

Dear Friend Copper:—Under separate cover I am mailing you a copy of our special Christmas Soldiers' Edition, which if you care to, you can make some mention of in your department of the National Printer-Journalist.

The work on this edition was all done in this office, hand composition. It was completed in two weeks time aside from getting out one paper and the other job printing that was necessary during that time.

No. 6

The work was all done by two girls, my wife and myself. The number of compliments that we have received on the edition is certainly gratifying.

Very sincerely,

H. A. OWEN.

An extremely fine and timely thing was this Christmas Soldiers' Edition of Brother Owen's paper, The Oxford Mirror, comprising thirty-six pages of a good weight of book stock, about 10½ x 14 inches in size, and all enclosed within a smooth-finished cover of brown of a peculiar khaki-like shade. Of course,

I have not had the time to go into the contents of this exquisite publication, but suffice to say they are wonderfully complete, including, I should judge, a brief history of local war-time activities, with honorable mention of all men and women identified therewith, which is merely supplemental, or introductory, to the magazine's main feature of biographical sketches of the boys of Jones County who enlisted or were called to the colors. Each sketch was illustrated with small oval half-tones of the soldier boy subject and his worthy mother. Practically the half

No. 7

GUIDE FOR SHOPPERS
Why Not Choose Something Practicable For Gifts
Sperry Products For Holiday Menus
FORD & LEE, Inc.
Meritorious Merchandise
Main Street - Quincy, California

No. 8

of every right-hand page was occupied by a displayed advertisement, as a help toward defraying the expense of publication, and these, like all of the mechanical features of this edition, were handled in a highly satisfactory manner. Surely, it strikes me, this must have proved a very valuable and much appreciated volume to Mirror subscribers—a compact record of Jones County's and Oxford Junction's part in the great World War, which may be filed away for future reference and for future generations. No one save a practical printer can appreciate, however, the vast amount of labor and expense which this special edition of Brother's Owen's represents, and as a part of the Mirror's service to its readers, it should long be remembered.

* * *

Mr. O. Byron Copper, DeSoto, Wis.

Dear. Mr. Copper:—Under separate cover mailed you several issues of the Plumas National Bulletin for your review and criticism in the Newspaper Department of the National Printer-Journalist. Would direct your attention in particular to the issue of December 19th. This is the only issue that gave opportunity for the proper handling of display advertising. I am confident it will meet with your approval.

Should you think well enough of any one issue make a front page reproduction, please have publishers instructed to forward electro to me with bill for same, after using.

With best wishes for a prosperous and progressive New Year, I remain,

Yours very truly,
G. E. Secour.

From the several copies of the National Bulletins received I observe that Brother Secour, my correspondent, acquired control of this paper and took charge some time last October. The evidence shows that, not only is Brother Secour an all-around clever and capable newspaper-maker, but his predecessor, too, was such. Immediately on taking charge, Brother Secour, like all "new brooms" began to "sweep clean"—that is, began to effect improvements. Nearly every change that he made was for the better, too. While his predecessor was an able writer, nevertheless, the new editor seems to have excelled him a little in gathering news and scaring up a pageful of sparkling editorial matter; and, if the new man had only stuck to the eighteen point heads and the plain news dashes which he discarded for the more subdued heads and more grotesque dinky triple ornaments later used between stories, I'd have conceded that he had succeeded in excelling his predecessor in every

THE KENESAW SUNBEAM
SUPREME COURT AFFIRMS JUDGEMENT
Children of the Crusade
By JEANNE JUDSON.
A Sermon for Sunbeam Readers
MANY RENEW RED CROSS MEMBERSHIP
PUT IN FULL LINE OF FARM IMPLEMENTS
HELD BIG CELEBRATION IN FRANCE

No. 9

detail of the work. I am reproducing one of Brother Secour's first pages (Exhibit 6)—an extremely modest, well balanced, newsy product—and the mechanical make-up of other pages is equally, if not even a little bit more, pleasing, now that the advertisements are all properly arranged after the "triangular" system, and properly graduated, according to the highest canons of the art of imposition. And, in speaking of this advertising, I have noticed that it has increased remarkably in volume and in beauty of mechanical design and composition under the new regime. The

composition is very well executed, as the accompanying reproductions will sustain: Exhibits 7 and 8. Of course, I needn't add that the National-Bulletin is up-to-date in every detail of its mechanical production, having machined columns, first class press-work, etc.; and, with such a vast array of excellent reading matter which its present publisher is grinding out for each edition, its subscribers are receiving an inimitable service.

* * *

In the next Exhibit (No. 9) the reader can get a fair idea of what came filtering into my sanctum some days ago—a copy of the Kenesaw (Neb.) Sunbeam—an old-time friend of this department. It has been some time since I was last privileged to examine a copy of this bright little home weekly, but I find

The Spring Valley Mercury

FILLMORE COUNTY'S GREATEST NEWSPAPER

A WARNING AGAINST "TAX EXPERTS"

Resources of the Banks of Fillmore County are Nearly $10,000,000

THOSE UNCONFERRED ARMY PROMOTIONS

WANT TO SEND MAIL BY AEROPLANE?

ITEMS THAT ARE NOW HISTORY

CHEVRONS AND THEIR MEANING

INTERESTING ITEMS OF THE RED CROSS

Chance for Minnesota Boys at Dunwoody Institute, Minneapolis

Why the Boys in the Army Do Not Get Their Mail Abroad

No. 10

still the same delightful features of excellence in evidence which were always characteristic of Brother Maltman. Note particularly the chaste beauty of the initial page reproduced herewith. The news-stories which fill this page are cleverly conceived, and ought to offer a valuable hint to other newspaper-makers. One little story, is particularly clever—that down in the right-hand corner—which tells of the delay of a Burlington train at Kenesaw, while the engineer (who is a fancier of Chester Whites) bargained with a local breeder for a pig of that breed. This neat little opportunity for a small feature story would have passed many a newspaper man unobserved and unimproved, but Brother Maltman got it and gave it just the right turn, too. The Sunbeam's editorial page, its print, and the advertisement setting, are all still up to the pleasingly high standard noted on past occasions.

* * *

I have just finished examining a late copy of the Spring Valley (Minn.) Mercury, that excellent home weekly by Langworthy & Son, mention of which has been made before from time to time in these columns, and I want to say that few home weeklies excel this one either in contents, editorial work, or mechanical features. For instance, note the perfect balance achieved in the front page reproduced herewith (Exhibit 10) but it is a pity that equal perfection in the length of the two chief lines in the "stair-step" heads is not attained. To build such a newspaper page requires taste and skill, and a lot of labor, as well—but the result pays. By the way, have Brothers Langworthy & Son ever considered that the bold advertising rules used as double-column cut-offs in this page are rather out of harmony and inconsistent with the head-rules?

* * *

In the Hot Springs (S. D.) Star I have a very interesting, and, in various respects, a very creditable contribution. Exhibit 11 is the reproduced first page of this home weekly, and, I might say, this is a fair sample of the first page of any one of the three copies of the Star which I have received, showing an "office style"—an individuality—that is invariably adhered to. As an improvement (that would not in the least destroy this individuality) I would not only suggest, but urge, the adoption of a fourth double-deck head for each edition, instead of the three now employed, which would permit of the running of the two illustrations at the tops of the second and fifth columns, instead of the second and fourth, in which case the displayed heads would occupy the tops of columns one, three, four, and six. Or, another scheme would be to have a double column head to occupy the tops of columns three and four, and let a displayed head follow each of the two cuts, in the second and fifth columns. This dropping of little masses of display down into the page to approximately a quarter of the column-length adds noticeably to the symmetry of the whole, and by following out one or the other of the schemes of makeup here outlined, a perfect balance can be achieved. The Star has an excellent news-service and a dandy editorial page, in which the editor talks on good topics with a fluent flow of language, but, sometimes, like many of us hurried newspaper writers, his sentences are a little loosely constructed. For instance, once he writes, "We civilians in many communities are vastly behind them in our methods, and thus are making peace in some respects more dangerous than war for our boys." It would have been more rhetorical to have written, "In many communities we civilians are vastly behind them in

our methods, and thus, in some respects, we are making peace more dangerous for our boys than war."

The fine array of correspondence is a praiseworthy feature of this specimen, and, while there seems to be a minimum amount of displayed advertising in evidence, yet the legal advertising is extraordinarily heavy. A. T. Johnson is editor and publisher of this sheet, which is all home printed and nicely impressed.

* * *

I have spent a great deal more time in examining this Belfast (Ireland) Telegraph than I shall spend in writing about it. I am wondering what we would think of our press in this country, if the average American newspaper were like this. The upper por-

SIXTH EDITION

Belfast Telegraph

No. 11

tion of the Telegraph's first page is shown in Exhibit 12. The balance of this page was similar. Economy of space—of white paper, if you please—seems to be the watch-word among newspaper-makers across the seas, if I am to judge by the various English and Irish newspapers which it has been my lot to see. These European newspapers remind me strongly of ancient American sheets sometimes found in state museums or laid carefully away in the archives of grandmother's bureau drawer, as containing an account of Washington's inauguration, or, with gloomy reversed column-rules, proclaiming the death of the "Father of His Country." I am glad the American press has advanced beyond this style of newspaper. The Telegraph consists of only six of these seven-columned pages, the first two of which are solid advertising, and with the other four containing a certain portion of paid space. Scarcely no news-dashes are employed between news-stories, and the heads, all in slightly condensed Roman caps, are very brief and severe in style. Certainly an interesting contrast for some of the attractive American newspapers mentioned in this installment of Newspaper Criticisms.

* * *

The advertisement shown as Exhibit 13 is one selected from the pages of a pre-Christmas edition of the Macon (Mo.) Republican. It is what I call a very good Christmas ad, notwithstanding that I object to the intermingling of the black condensed face with the Roman. I often wonder, too, why compositors—job and ad compositors, particularly—persist in sticking in em quads between sentences in a single paragraph. The square of white thus created only gives the reader's eye an extra jolt and mars the even gray of the mass. An en quad between sentences is quite sufficient, if any distinction is allowed at all; but I personally would make a distinction only in cases where the line required a little extra space.

* * *

Thanks to the thoughtfulness and kind generosity of Brother Halbert L. Hoard, editor and business manager of the Jefferson County Union, I have been favored with another copy of that excellent big newspaper. Of course, the chief reason for my having received this copy of the Union was the fact that it contains notice of the death of the publisher—Wisconsin's Grand Old Man, William Dempster Hoard, father of the business manager—all of which was given due and timely mention in this journal last December. This issue contains a thoughtful life sketch of the deceased father, by the son, together with a number of finest tributes from the editorial columns of Wisconsin's press. I might add that, while the Union does not properly arrange its displayed advertising in the mechanical makeup of its pages, and allows displayed advertisements on its front page, yet these defects are more than overbalanced by the excellence and abundance of its contents, and the excellence of its advertisement composition and press-work. And, as a closing word, I must say that few editors have a gift equal to Halbert

We Can Solve That Perplexing GIFT PROBLEM

A. L. KRUEGER JEWELRY CO.

No. 12

TEMPT YOUR APPETITE AND SATISFY IT AS WELL

We Carry Fine, Select Groceries of All Kinds

The freshest of country produce—fruits and nuts of all kinds—the best of every variety of canned delicacies—nothing lacking for your table or your culinary preparations.

This store comes about as near meeting every grocery need as it is possible for any one store to provide.

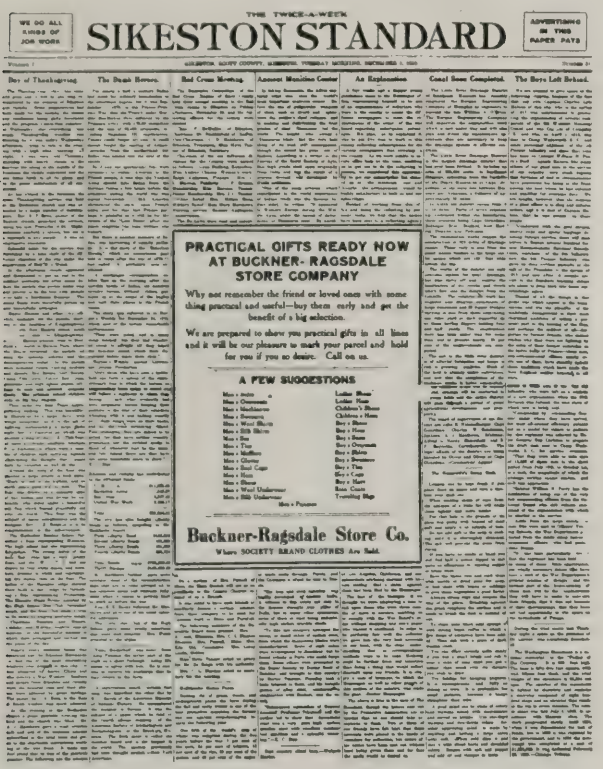
WICKE'S FINE GROCERIES

No. 13

L. Hoard's for keen, crisp editorial writing. This editor is a keen thinker and has an extremely forceful, machine-gun style of expression that penetrates the thickest of hides. His editorial paragraphs form one of the best features of the Jefferson County Union, and the Union is replete with good features.

* * *

In Exhibit 14 I am showing the first page of the "Twice-a-week Sikeston (Mo..) Standard," an out-of-the-ordinary newspaper, and worthy of much praise, notwithstanding whatever may be said of a contrary nature throughout the course of this review. Two things are wrong with this front page: First, it isn't well, nor can best results be achieved by opening every column with a head of the boldest type. Pref-



THE TWICE-A-WEEK

SIKESTON STANDARD

WE DO ALL KINDS OF JOB WORK

ADVERTISING IN THIS PAPER PAYS

PRACTICAL GIFTS READY NOW AT BUCKNER- RAGSDALE STORE COMPANY

Why not remember the friend or loved ones with some thing practical and useful—buy them early and get the benefit of a big selection.

We are prepared to show you practical gifts in all lines and it will be our pleasure to mark your parcel and hold for you if you so desire. Call on us.

A FEW SUGGESTIONS

Buckner-Ragsdale Store Co.

Where SOCIETY BRAND CLOTHES Are Sold.

No. 14

erably each alternate column top only should contain a displayed heading. And in regard to the heads, something in the nature of the double-decker would seem more appropriate for a twice-a-week paper, especially, and over stories of the length and character of most of these in the Standard. Secondly, the big displayed advertisement in the center of the first page, while, on the whole, very neat and attractive, in itself, and quite properly arranged mechanically, yet technically it is entirely out of place here—for the canons of up-to-date newspaper making preclude the placing of displayed advertisements on a paper's front page. And so are other pages of this sheet erroneously made up in respect to advertisement arrangement, these being scattered hither and thither over the pages, whereas all ought to be neatly grouped according to a graduated system, to the right-hand sides of the pages. The composition of these advertisements, however, is indicative of considerable skill; impression is good and editorial work fair. Nature of contents, and their generous quantity, too, merit praise. The Standard is a seven-column, all-home-print folio, and, throughout, suggests that its makers are interested and careful with their work of production.

AN EVENTFUL YEAR FOR THE MILLER SAW-TRIMMER COMPANY

The Miller Saw-Trimmer Company's fiscal year ending December 31, 1918, proved to be an eventful one. During the year the demand for Miller Feeders and Miller Saw-Trimmers was the greatest in its history and included orders for machines for the Government Printing Office, the Marine Corps, Cantonments, Battleships, and newspaper and printing offices in North and South America, Australia, Spain, China, Asia and Africa.

Miller Feeders also played a prominent part in overcoming the labor shortage and enabled thousands of printers to furnish the millions of forms used by munition works, ship-yards, and ordnance buildings in all parts of the country. This business was handled by seventy-three traveling experts covering the entire country, all qualified through years of experience to coöperate with and assist Miller users in obtaining 100% results from Miller machines.

Over 800 size 12 x 18 feeders, the latest addition to the long established line of Miller products, were placed in operation in hundreds of printing plants and a reputation for reliability and economy of operation established similar to that long enjoyed by the 10 x 15 size.

A meeting of the salesmen of the Company was held in Pittsburgh, followed by a banquet at the Hotel Schenley, as a fitting climax to a most successful year, at which time plans were formulated for further extending the business of the Company in 1918. Those in attendance at the meeting were:

F. F. Nicola, President; P. C. Dunlevy, Vice-President; W. H. Smith, General Manager; J. R. Kemp, Sales Manager; T. R. Foster, Special Sales Representative; Mr. B. F. McKee, and the following direct factory sales representatives: John D. Babbage, E. C. Babbage, D. J. Burns, D. J. Casey, Bernard Elliott, C. P. Evans, Howard Farley, John Farnsworth, J. V. Dunlevy, Geo. D. Halsell, J. F. O'Donnell, Fred W. Snyder, Geo. F. Wall, W. W Lacy, Samuel Zarnes, C M. Nutley, R. Kaye, F. W. Novey.

A BOOK ON COMPOSING-ROOM MANAGEMENT

One of the most exhaustive studies of composing-room conditions made in this country is now available in book form. There are many valuable suggestions contained in the book, "Composing-Room Management," among which are the limitation of the number of type faces to a few well-balanced and usable families, the preparing and laying-out copy for both plain and job composition, etc. The book contains numerous charts, diagrams, and tables which deal with comparative costs of composition and a practical method of computing charges, as well as specimen forms of job tickets, costs sheets, and report blanks for recording the varying costs of the different composing-room operations.

The book contains 208 pages and is published by the author, Mr. Dorr Kimball, Berkeley, California.

SECRETARY N. E. A. ABOUT READY TO UNBOTTLE FACTS

February 1st, 1919.

My Dear Mr. Herbert:

I suppose an item in the February issue of the Journalist, concerning the forthcoming meeting of the Association, will not be out of place although there is very little to say.

It is not possible this month to say more than that assurances can be given now that the meeting will be held as scheduled in the Pacific Northwest. Date, probably the first of August. The Executive Committee will determine this, perhaps during the present month. Routing, tentative program, time to be consumed, and all details together with a guaranteed close estimate of expense, should be ready for announcement in the March issue of the Journalist.

Mr. George Schlosser

Secretary National Editorial Association. Proprietor Republican, Wessington Springs, S. D.

While I am absolutely positive at this time of a liberal rate and an attractive outing, the restrictions are numerous and Chairman Wilke is now ironing out complex problems under an agreement that no publicity is made of the arrangements until every detail has been bottled up. Like others, Mr. Wilke is a busy man, but giving up his time and very actively engaged in making hay for the Association.

I would like to be able to just call the turn in the February issue of the Journalist. It would give me more real pleasure than I have ever had in any former nanouncement, and you know there have been some mighty attractive programs. But it is not possible to say more than what I have already stated.

As soon as Mr. Wilke gets his material all in hand it will be given out. It will be the most interesting and inexpensive entertainment ever arranged, distance taken into account and scenery to be enjoyed. The number to be accommodated will be somewhat limited and only members permitted who can show absolute newspaper connections.

I wish also to call attention to the payment of Association dues. These should be paid at once and thus enable me to make up my list of active members in good standing interested in the welfare of our organization and the desire to get more knowledge of the plans of the forthcoming meeting and western trip.

Cordially yours,
GEO. SCHLOSSER,
Secretary National Editorial Association.

ANENT THE N. E. A. CONVENTION

The following paragraphs are from a recent letter written by Mr. Wilke, Chairman Committee on Transportation, National Editorial Association:

"Information is now at hand which insures the best of prospects and I will commence to make up the detail of everything about the trip within a very short time. In this connection you may be assured when the final announcement is made it will so far exceed any trip made by the Association in late years you will be surprised and agreebly so when every thing is considered as to time and expense. I would like to write more but it is not consistent to do so at this time.

Mr. Will Wilke, Chairman Transportation Committee, National Editorial Association. Editor Gazette, Grey Eagle, Minn.

"I will be busy forming the itinerary from start to finish for some time to come and will be out on the trip myself to check up our arrangements. This statement should convince you our plans have so far materialized to warrant this expense and time necessary to do so."

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

Massachusetts Press Association

The annual meeting, banquet and ladies' night of the Massachusetts Press Association was held on Monday, January 13th, at Hotel Vendome, Boston. This association is in a flourishing condition. Organized in 1869, the 50th anniversary is approaching and this will be fittingly observed at the proper time. The association was incorporated in 1907, and in January, 1916, the Suburban Press Association, which had been in existence since 1881, was consolidated with the older body. Meetings are held monthly, the association still using the old United States Hotel, in Boston, for this purpose. Luncheon is served in the public dining-room, followed by a business meeting in a private room. Usually there is present someone qualified to give a talk on an interesting subject, and the members are always glad to get together for an afternoon and discuss trade problems.

The two big events of the year are the summer outing and the annual banquet and ladies' night.

The ladies' night, this year, was unusually interesting. First came the business session, at which the various officers reported. The election resulted as follows:

President, Ernest H. Pierce, Revere Journal; Vice-Presidents, Lemuel C. Hall, Wareham Courier; Gardner E. Campbell, Wakfield Item; Alexander Starbuck, Waltham Free Press-Tribune; Secretary, William J. Hefferman, Spencer Leader; Treasurer, John Temperley, Newton Town Crier; Auditor, J. Lee Robinson, Cambridge Tribune; Historian, Alexander Starbuck, Waltham.

Committees: Legislative, John C. Brimblecom, Newton Graphic; Leon M. Conwell, Somerville Journal; Lemuel C. Hall, Wareham Courier. Membership—Gardner E. Campbell, Wakefield; Herbert E. Emerson, Winthrop Sun; George W. Southworth, Needham Chronicle. Grievance—Thomas Leavitt, Dorchester Beacon; Walter D. Allen, Brookline Townsman; I. M. Marshall, Manchester Cricket.

Press Agent—J. Lee Robinson, Cambridge.

The guest of honor at the banquet was Governor Calvin D. Coolidge, who spoke briefly after dinner. The governor frankly confessed that the state had many problems facing it, and he asked the members of the association to aid in solving them. He reviewed briefly what Massachusetts had done in the past eighteen months in actual war work, including such efforts as the Liberty Loan and Red Cross campaigns. The problems of Massachusetts during the war, said he, was to secure men enough to do the work; now the problem will be to get work enough for the men. During their absence some of their places have been successfully taken by women and there may be some difficulty for the men to get their old positions back. We must take care of the returning soldier and those who have been engaged in other war work, he declared, and he urged extensive building operations by the state, county and city, as well as by individuals and corporations, as a means to this end and to a harmonious readjustment in this reconstruction period.

The governor also spoke particularly of the great problem which faces the old Bay State on the question of Americanization. He stated that, out of a total population of less than 4,000,000, we have more than 1,500,000 who are foreign-born. Great care must be used in giving these people the proper sort of an education in order to fit them to be good citizens.

The closing speaker was Dr. Albert E. Winship, editor of the Journal of Education and a member of the association. He gave a characteristic address, telling his fellow-members some plain truths. The war was not between democracy and autocracy, as was supposed, said he, but between democracy and aristocracy. We have been trying to give the world more democracy, but now we must try to give the United States a better democracy. Ralph Waldo Emerson once said that he voted the Democratic ticket but that he wanted to live with Republicans. In like manner, we are all fond of talking Democracy, but we all want to be aristocrats. My message to you is to give the people what they need and not be afraid of the masses. Democracy and aristocracy must walk hand in hand and each must learn to respect the other in order that we may have safety and happiness in this great country of ours.

* * *

Connecticut Editorial Association

The annual meeting of the Connecticut Editorial Association was held at the Hotel Garde, New Haven, on Saturday, January 25th. The report of the treasurer was presented and ordered approved.

Officers were elected as follows: President, O. S. Freeman, Thompsonville Press; Secretary and Treasurer, Arthur S. Barnes, Bristol Press; Vice-Presidents: Hartford County—W. J. Flood; New Haven County—C. H. Scholey; New London County—Theodore Bodenwein; Middlesex County—G. P. Lecrenier; Fairfield County—John E. Hersam; Windham County—L. O. Williams; Tolland County—Thomas F. Rady; Litchfield County—I. E. Manchester.

Auditor—W. C. Sharpe.

The matter of the invitation to Momauguin for the summer outing from Theodore Swift, the manager, was discussed and it was decided to write him a letter requesting that he renew the invitation for the coming summer.

The association having received during the year $75.85 from the Meriden Savings Mank, which was the balance of a fund standing in the name of the old Connecticut Press Association, it was voted to extend to Mr. F. E. Sands of the Meriden Journal, a formal vote of thanks for his interest in seeing that this fund was turned over to the Connecticut Editorial Association.

It was also voted that a folder be printed, containing the list of the names of the members of the Association

and an application blank for new members and a statement of the objects of the Association.

Voted, that the secretary endeavor, as soon as possible, to collect all back dues.

Luncheon was served at 1 o'clock, eighteen being present; thirteen members and five wives of members.

In the afternoon Mr. L. S. Storrs, president of the Connecticut Company; R. W. Perkins, president of the Shore Line Electric Company, and H. B. Freeman, receiver of the Hartford and Springfield Street Railway Company, appeared before the Association and cited the Connecticut trolley situation exactly as it is, showing the straights in which the trolley business at present finds itself, and placing before the editors the need of assistance from the state by more favorable laws in regard to street paving, taxation and other things.

After the trolley representatives had retired, there was a general discussion of the newspaper situation today, participated in by practically all members present. Advertising questions were thoroughly gone over and a report in regard to legislative matters was submitted by Fred W. Lyon of the Milford Citizen.

The meeting adjourned at 5 o'clock.

* * *

California Press Association

The annual meeting of the California Press Association was held December 13th at the Manx Hotel, San Francisco. There were no amusement or entertainment features on the program, and the sessions were devoted entirely to business. It was a most profitable meeting, as the program was made up almost entirely by talks and discussions by the members themselves.

Friend W. Richardson, the president was in the chair, and Oran A. King, the secretary, was at the desk. The secretary read a list of applications for membership approved by the executive committee. These were: J. H. Crothers, Eureka Times; Timothy Brownhill, Puente Journal; M. J. Dalton, Perris Progress; H. R. Judah, Santa Cruz News; Leslie McAuliffe, Porterville Recorder; George Edwin Secour, Quincy National-Bulletin; W. L. White, Walnut Creek Courier; J. C. Crome, San Juan Mission News; W. L. Overstreet, the Pine Cone, Carmel; George E. Nichols, Sacramento Bee; W. F. Powers, Santa Barbara Independent. On motion, all these were elected to membership.

Louis Meyer of the Oakdale Leader, read a paper dealing with the prices of job stock, which brought out some interesting facts and comparisons.

N. A. Huse, vice-president of the American Press Association, addressed the convention on the subject of the new gold medal contract, which resulted in a lively discussion among the members.

M. Earle Adams, A. W. Mason, and J. F. Galvin spoke on the subject of exchanges.

A. W. Mason also spoke of the benefits secured by placing restrictions on premiums, contests and clubbing for subscription purposes, and advocated that if these restrictions, which were placed on the newspapers by the War Industries Board, were adhered to, a much better quality of circulation would result.

Geo. E. Bradnack of the Dorris Times, spoke on the subject of naturalization.

H. R. Judah, Jr., read a paper entitled, "Elimination of Unnecessary Publications and Unfair Competition."

Charles Dunbar of the Santa Rosa Press, Democrat, led the discussion regarding legislative matters.

It was decided that the association did not get the support it should from the members on legislative affairs. Mr. Dunbar suggested that bills of an unfavorable nature should be attacked before they were introduced instead of afterwards.

Mr. Richardson thought that members should endeavor to get representatives into the legislature who would not be hostile to the press.

George H. Moore, of the Lodi Sentinel, spoke on the subject of "Making the Ghost Walk."

J. F. Galvin moved that the officers and executives be re-elected, and the motion was unanimously passed. This is Friend W. Richardson's seventeenth consecutive election to the office of president of the association.

* * *

OREGON GETTING READY FOR N. E. A. CONVENTION

Mr. E. E. Brodie, proprietor of the Enterprise, Oregon City, Oregon, and Acting Secretary of the Oregon State Editorial Associaion, offers the information that the "Northwest is already getting in Shape to make the

Mr. E. E. Brodie
Member Executive Committee, National Editorial Association; Proprietor Oregon City, Ore., Enterprise

1919 Convention one that will be a marker for years to come."

There has been appointed a committee of twenty-one citizens of Oregon to arrange for the reception and entertainment of the delegates while they are in this state. It appears probable that a special train will be secured and the party taken, without cost of transportation, from Portland to Medford and return, so the editors may have an opportunity to see Crater Lake, the eighth wonder of the world.

Middle Tennessee Editor's League

The mid-winter meeting of the Middle Tennessee Editors' League was held January 9-10 at Gallatin.

The first formal feature of the program was a banquet tendered by the business men of Gallatin and was held at the Sumner Hotel. Hon. J. N. McCord acted as toastmaster, and presided over the exercises of the meeting. Addresses were made by J. D. G. Morton, Ed Albright, Dr. D. M. Ausmus, Chas. T. Crawford, Major E. B. Stahlman, Neal Glenn, Mrs. W. B. Romine, F. O. Wallace, M. B. Norton and Rob Roy and others.

There were several attractive entertainment features on the program, and the banquet was attended by about

fifty business men of Gallatin, besides the members of the press.

The business session was held Friday at the Community Club and business methods of conducting country newspaper offices were discussed. Particular stress was given the cost of composition of circulars, and a thorough discussion of the charges which should be made when such circulars are made a part of the regular advertising columns of the newspaper, as well as separates.

Officers elected for the coming year are: President, T. C. Price, News, Fayetteville; Vice-President, J. R. Williams, News Banner, Murfreesboro; Secretary-Treasurer, S. C. Murphey, Herald, Springfield; Publicity Secretary, Harry B. Potter, University of Tennessee.

The next meeting of the League will be held at Shelbyville, Thursday and Friday, April 10 and 11. For this meeting an extensive exhibit of advertising layouts is being arranged.

An Unusual Meeting Franklin-Typothetae of Chicago

AN UNUSUAL MEETING in August of the FRANKLIN-TYPOTHETAE of Chicago will be held on Thursday August 22nd, six o'clock sharp, at the CITY CLUB, *315 Plymouth Court.* Plates must be guaranteed in advance. *Make your reservations early.* ¶This will be a strictly business meeting at which matters of vital importance to the membership at this time will be discussed by members. These matters extend so completely over the whole field of our industry and will be discussed in such a way as to make this not only an *unusual* meeting but one which every member should make an earnest effort to attend.

J. W. HASTIE, *President*
C. L. WOODFIELD, *Secretary*
HARRISON 4287-4288

Thursday August 22

This is the way the Franklin Typothetae of Chicago gets an attendance. The original was beautifully printed in slate color, with initials in orange, on white antique 60-lb. cover. The size was 9 x 12 inches.

Del-Mar-Via Press Association

The annual meetings of the Del-Mar-Via Press Association and the Maryland Press Association, were held jointly in Wilmington, Del.

The former association covers all of the State of Delware and the Maryland and Virginia counties located between the Delaware and Chesapeake Bays, while the latter covers more of the Maryland territory. The meeting was attended by the following members of the Del-Mar-Via Association:

Secretary of State Everett C. Johnson of Newark, Del.; Colonel Theodore Townsend and Marshall Townsend of Milford, Del.; Thomas F. Dunn, Colonel James C. Wickes and B. F. Simmons of Dover, Del.; George Carter, William F. Metten, Frederick K. Reybold, A. R. Saylor, Clarence J. Pyle, A. O. H. Grier, J. B. Rumbf, and Jerome B. Bell of Wilmington, Del.; S. E. Shanahan of Easton, Md., and Fred Usilton of Chestertown, Md.

The Maryland Association was represented by W. G. McComb and Lee M. Moore of Havre de Grace; F. E Williams and W. D. Bretton of Elkton; W. H. Collins of Chestertown and Marion Brewington of Salisbury.

Each organization held a separate business meeting. The Del-Mar- Via Association elected the following officers, all being re-elections:

President, S. E. Shanahan; Vice-president, George Carter; Secretary and Treasurer, William F. Metten: Executive Committee, Colonel Theodore Townsend, Everett C. Johnson and Fred Usilton.

The Maryland Association elected these officers:

President, Leo G. Moore; Vice-presidents, William D. Bretton and George T. Melvin of Annapolis; Secretary-treasurer, W. G. McComb of Havre de Grace. The president was authorized to appoint the executive committee.

Following the separate business meetings there was a joint session with round-table discussions. It was decided to continue a committee appointed last year to obtain business data of the peninsular and send it broad cast. It was explained that the war had interfered with the effort to obtain this data during the past year.

The following committee was appointed to ask the legislature of Delaware and Maryland to take action looking toward protecting the good roads from ravages of heavy trucks; Messrs. Usilton, Dunn, Brewington, Shanahan and Theodore Townsend.

A luncheon at the hotel supplemented the meeting, the Del-Mar-Via Association, entertaining the members of the Maryland Association, and all being guests of Ernest S. Taite, manager of the hotel. During the dinner addresses were made by Congress-man-elect Caleb R. Layton of Georgetown, Del., and A. A. Christian of Philadelphia, manager of the Gimbel store there. Mr. Layton advocated the creation of a state drainage commission to reclaim lowlands in the lower part of Delaware and drain the roads.

Mr. Christian, who is an Eastern Shore man, being a native of Greensboro, spoke of the value of newspaper advertising. Later in the afternoon the visitors were entertained at one of the local theatres.

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Iowa Press Association

The fourth annual convention of the Iowa Press Association was held February 7, 8, 9 at Des Moines. The program was as follows:

Friday, February 7.—Forenoon—Visiting Iowa Legislature in Session. Friday Afternoon—1:30—Opening of Convention at Chamberlain Hotel; Address of Welcome; Response by President, W. P. Wortman, of the Malvern Leader; Singing by the Special Newspaper Quartette, under direction of Hal C. Fuller of the Lehigh Argus. Paper—Competition of Corporation and Government Printing with Country Printers—R. M. Lampman of the Grand Junction Globe. Paper—Salesmanship and the Newspaper—Prof. O. E. Klingaman, State University of Iowa. Music by Quartette. Address—Advertising and How to Get It—W. C. D'Arcy of St. Louis, President Associated Adevertising Clubs of the World. Appointment of Committees by the President.

Friday Evening—Banquet at 7:30 at the Chamberlain Hotel the newspaper men and ladies of the Iowa Press Association were guests of the Greater Des Moines Committee at a formal banquet given in the banquet hall of the hotel. At this banquet a speaker of national

prominence made the address, and Mr. D'Arcy of St. Louis and Lafayette Young, Jr., gave talks, Mr. Young more especially concerning the trip of the American newspaper men to England, Scotland, France, Belgium and other countries as guests of the English government.

Saturday, February 8th—9:00 A. M. Convene in banquet hall of the Chamberlain. Song by the Newspaper Quartette. Announcements. Report on Questionnaire concerning Newspaper Conditons in Iowa—Harry R. O'Brien of the Iowa State College at Ames. 10 to 12—Round Table Discussion of Topics of Interest to the Smaller Town Publishers—Under direction of G. L. Caswell, Field Secretary. All small-town Newspaper Publishers are invited to participate and heap up their troubles where all can see them. 10 to 12—Meeting of Daily Newspaper Publishers for Organization and Discussion.

Saturday Afternoon—1:30—Reconvene in banquet hall of Chamberlain Hotel. Quartette. Use and Value of Official Newspaper Publicity—Senator Ed M. Smith of the Winterset Madisonian. Quartette. How the Office Girl can be of Most Assistance to the Boss—Mae W. Hamilton of Marcus News. Reports of Officers, including Report of G. L. Caswell, Field Secretary on Present and Future of the Iowa Press Association. Reports of Committees. Election of Officers.

Saturday Evening—Special Theatre Party for Ladies and Gentlemen of the Association as Guests of Des Moines. Special Business Session for those who want to stay and talk business.

Sunday, February 9th—10:00—Members convened at State Historical Building just north of Capitol, by courtesy of Curator Edgar R. Harlan, where pioneer newspaper features were exhibited and Mr. Harlan gave a special address on Pioneer Newspapering in Iowa, Decade from 1846 to 1856. Address—Pioneer Recollections, by Hon. Jas. B. Weaver, of Des Moines.

Sunday Afternoon—2 o'clock—Newspaper people were guests of the Des Moines Committees on a trip to Ft. Des Moines to see and visit with Returned Heroes of the Battle Fields of Flanders, in Reconstruction Hospitals.

* * *

Associated Ohio Dailies

The Annual Mid-winter Meeting of the Associated Ohio Dailies was held at Columbus, January 28-29. The following program was given:

"Circulation," led by E. H. Mack, Sandusky Register.

"Editorial," led by J. R. Alexander, Zanesville Signal.

"Advertising," led by J. A. Chew, Xenia Gazette Republican.

"Newsprint," led by D. E. Barry, Whitaker Paper Company, Cincinnati.

"Legal Advertising, County Auditor's Report," led by L. A. Culbertson, Mt. Vernon Republican-News.

"Motion Picture Advertising; Are Serial Stories Beneficial to Circulation?" led by A. J. Peters, Sandusky Star Journal.

"Free Publicity to Automobiles, etc.," led by J. J. Bernstein, Massillon Independent.

"Court Decisions during the Year affecting Newspapers," led by John Kaiser, Marietta Register-Leader.

"What shall the A. O. D. do in Relation to New Ohio Legislature?" led by B. J. Kinney, chairman legislative committee.

"Shall Our Annual Dues be Increased?" led by L. H. Brush, secretary A. O. D., Salem, O.

Others on the program and their subjects were:

Address, "Ohio's Latest Problem in Taxation," Hon. Daniel J. Ryan, General Council Ohio Manufacturers' Association.

Address, "The Prohibtion of Advertisements Relating to Preventable Diseases," Dr. H. N. Cole, Cleveland, assistant surgeon United States public health service.

"The First Page," Mrs. Zell Hart Deming, Warren Tribune.

At the Wednesday morning session Governor Cox and United States Senator W. G. Harding made addresses and Hon. Jason Rogers of the New York World staff talked on "How Ohio Daily Newspapers can vastly Increase Their Foreign Advertising and Closer and More Effective Co-operation with the Advertising Agent."

The session ended with the election of officers for the ensuing year and a reception to the governor. The program for the social session and banquet on Tuesday evening is as follows:

Address of Welcome, Hon. George J. Karb, mayor of Columbus; response by president; address, Dr. Joseph A. Bennett, Pastor Tabernacle Baptist Church, Chillicothe, Ohio, "The Press—The Pulpit;" address, Hon. Paul Cowles, superintendent of Central Division Associated Press, Chicago, "The Associated Press Service in the War;" address, Hon. James Schermerhorn, editor of the Detroit Times, "War and Peace—A Deadly Parallel;" address, Hon. James M. Cox, Ohio's Governor.

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Kansas Editorial Association

The Twenty-seventh Annual Convention of the Kansas Editorial Association was held at Topeka, January 24-25.

E. N. Briles, of the Stafford Courier, told how Kansas editors helped win the war.

J. W. Breyfogle of the Olathe Mirror gave an address entitled, "How the Mirror Handles Public Advertising."

Harrison Parkman of the Emporia Times spoke on the subject of "A Weekly in a Daily Town."

Mayor Chas. H. Browne of the Horton Headlight-Commercial, spoke on "Personal Reminiscences of the World War."

The convention was opened Saturday morning with an address by Wm. E. Payton, of the Colony Free Press, entitled, "The Interned American."

The editors were entertained Friday night by the Chamber of Commerce, and a feature of the evening was special stunts and music by the Topeka Press Club.

The new officers are: President, Will Townsley, Great Bend Tribune; Vice-president, Imri Zumwalt, Bonner Springs Chieftain; Secretary, O. W. Little, Alma Enterprise; Recorder, R. P. McColloch, Anthony Bulletin; Treasurer, Ralph Hemenway, Haven Journal.

* * *

Indiana Democratic Editorial Association

The Indiana Democratic Editorial Association held its annual meeting in Indianapolis, February 6th and 7th.

One of the prncipal things discussed at the convention was the establishment of a permanent news bureau for Democratic newspapers of Indiana at Washington. The convention opened with a banquet in the Riley room at the Claypool the evening of February 6th.

Members of the Legislature and their wives, as well as members of the Indiana Democratic Club, were guests. Following the banquet a program of vaudeville and dancing was given.

Business sessions of the convention were held in the forenoon of January 7th, in the rooms of the Indiana State Democratic committee at the Denison Hotel. This was followed by a luncheon at the Indiana Democratic

Club and the rest of the day was spent in visiting the Legislature.

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Northern Minnesota Editorial Association

The annual business meeting of the Northern Minnesota Editorial Association was held January 24-25 at Wadena and one of the best programs in the history of the association was presented.

The numbers for the opening session included an address of welcome by the mayor, the annual address of the president, Geo. E. Ericson, and the annual report of the secretary-treasurer, Mr. Rutledge.

Friday afternoon C. M. Babcock, state highway commissioner, spoke on "Good Roads in Minnesota," and the discussion was led by State Senator P. H. McGarry of Walker. "Peace-Time Prices" was the subject of a paper read by Will Wilke of the Grey Eagle Gazette, member of the executive committees of the National and State Editorial Associations, and the discussion was led by H. M. Wheelock of Wheelock's Weekly, Fergus Falls.

H. V. Jones, president, manager and editor of the Minneapolis Journal, one of the American journalists who visited the front in France, related his observations there in an address on, "Coöperation of City and Country Press."

L. A. Rossman, of the Grand Rapids Herald-Review, led the discussion. Curtis L. Mosher, assistant federal reserve agent for the Ninth District, spoke on, "Fraudulent Stock Promotions."

A banquet and smoker was tendered Friday evening by the citizens of Wadena to the visiting editors, President Ericson and a citizen of Wadena presiding jointly. The subjects for the evening and their exponents included: "Community Building," by Curtis M. Johnson of Rush City; "State Institutions," by Charles E. Vasaly, senior member of the state board of control; "Newspaper Ideals," by Fred E. Hadley of the Winnebago Enterprise; "Protection of State Forces," by State Forester W. T. Cox; bagpipe selections by Capt. John Carson of the Fourth Minnesota Infantry.

At the opening of the Saturday session, W. P. Kirkwood, professor of journalism at the University of Minnesota, spoke on, "Bucking the Hindenburg Line," giving pertinent facts and figures showing the great work done by Minnesota publishers in backing up war activities. Charles S. Mitchell of the Duluth News-Tribune, Alvah Eastman of the St. Cloud Journal-Press, O. A. Moreaux of the Luverne Herald and Granville S. ("Dad") Pease paid tribute to the memory of State Senator "Bob" Duncan of the Princeton Union, who passed away during the past year. Reports of committees, election of officers, closed the convention, after the singing of "Auld Lang Syne," led by Frank J. Meyst of Minneapolis, member of the executive committee of the state association.

Bemidji, Minn., was selected as the place for the midsummer meeting of the Northern Minnesota Editorial Association, June 28th and 29th.

The next winter meeting will take place at St. Cloud, where the association was invited by Alvah Eastman, editor of the St. Cloud Journal-Press. Detroit, Minn., was suggested as the place for the summer meeting of 1920.

The new officers are W. E. Verity, Wadena Pioneer Journal, President, succeeding George E. Ericson, Spooner Northern News; H. C. Mitchell, Bemidji Sentinel, Vice-president; A. G. Rutledge, Minneapolis, Secretary-treasurer (re-elected); Charles T. Keller, Menahga Journal; Harry M. Wheelock, Wheelock's Weekly, Fergus Falls, and Henry Phillips, Mahomen Pioneer, executive committee.

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Republican State Editorial Association of Indiana

The Republican State Editorial Association and the Indiana Lincoln League will hold a joint meeting and banquet at Indianapolis, February 12th. Frank Self, of the Corydon Republican, president, and Fred I. King of the Wabash Plaindealer, have charge of the arrangements.

* * *

Northwest Daily Press Members Optimistic

Members of the Northwest Daily Press Association, comprising the states of Minnesota and North and South Dakota, met with W. S. Grathwohl of the S. C. Theis Advertising Agency at their annual meeting held at the Radisson Hotel, Minneapolis. Mr. Grathwohl gave a most optimistic forecast of prospective business for the coming year, and all the publishers reported great prosperity and a great advertising year throughout the Northwest.

For the first time since the association was organized a short program was carried out, with talks as follows:

"The Zone Postal Law," by Fred Schilpin, St. Cloud Times.

"How to Deal with a Fresh Competitor," by A. J. Albrook, Watertown Public Opinion.

"Classified Advertising," Frank Day, Fairmont Sentinel.

New officers elected are: President, Fred Schilpin, St. Cloud Times; Secretary and Treasurer, Ed LaFond, Little Falls Transcript.

The next meeting will be held the second Monday in April, to be followed by a dinner in the evening at which several of the prominent advertising men of the twin cities will speak.

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Northern New York Editorial Association

The New Era Convention and winter picnic of the Northern New York Press Association were held in Watertown, January 17-18, the visitors gathering at the Woodruff House.

"We've Won the War, What Now?" an address by G. A. Willard of the Boonville Herald, was listened to with interest.

The business session opened Saturday with this program:

"A Review of the Year and the Possibilities of the Future," President Williston Manley.

Reading of minutes of semi-annual meeting.

Annual report of Secretary-treasurer.

Communications received since last meeting.

"Shall the Zone Rate be Continued?" Charles M. Redfield, Malone Evening Telegram.

"To What Extent the Weekly Newspaper is Considered a Competitor of the Daily," G. F. Darrow, Ogdensburg Advance.

Address, "Some Aspects of the Weekly Newspaper," by Harold B. Johnson of the Watertown Daily Times.

Luncheon was followed by well known speakers, who talked on "Conditions following the War;" "The New Era of Things" and "The Opportunity of Today."

Other addresses were: "Printing as a Subject of Study in Vocational Training," F. D. Corse, Sandy Creek News.

Paper, "Advertising as a Commodity," J. W. Munro, advertising agent.

"Increasing Newspaper Revenue," Charles N. Congdon, Watertown Daily Times.

"A Price System for the Small Job Office," was the title of a paper presented.

Talk on "Cost and Method," E. J. Van Deventer, American Type Founders' Company.

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New York Associated Dailies

At the annual meeting of the New York Associated Dailie in Albany, Gardiner Kline of the Amsterdam Recorder was elected Vice-president and Henri M. Hall of the Jamestown Journal Secretary-treasurer.

E. C. Van Loan of the Hudson Republican, is the President of the organization.

* * *

Oklahoma Press Association

The annual mid-winter meeting of the Oklahoma Press Association was held anuary 10-11 at Oklahoma City and was attended by about seventy-five members.

Several interesting papers were read and discussion held regarding proposed legislation desired by the press, and plans were made for inaugurating a state advertising agency.

Among those who took part in the program and the titles of their addresses were the following:

J. L. Newlan, Frederick Leader: "The Country Newspaper and the War."

Seeley & Seeley, Sayre Headlight: "How and What is the Experience of Running a Newspaper on a Cash Basis?"

E. P. Martin, Miami Record-Herald, "What to do with the Former Employes who Enlisted in the Army when They Return."

J. Roy Williams, McAlester News-Capitol, "The Newspapers and Reconstruction."

J. B. Campbell, Waukomis Hornet, "How Paper is Wasted by Public Officials."

E. M. Evans, Durant News, "Why an Increased Subscription Price Must be made and Maintained."

W. C. Geers, Tishomingo Capitol-Democrat, "The Delinquent Subscriber."

Governor J. B. A. Robertson, "My Plan for a $30,000,000 Bond Issue for Public Highways."

E. B. Guthrey, Tulsa, "The Need of Public High ways."

President J. W. Cantwell, "The Oklahoma A. & M. College."

President Stratton D. Brooks, "The University of Oklahoma."

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Colorado Editorial Association

The mid-winter meeting of the Colorado Editorial Association was held January 20-21 at Denver and was unusually well attended.

One of the most important among the numerous speeches and papers was an address given by Wright A. Patterson, editor-in-chief of the Western Newspaper Union. Mr. Patterson spoke on "The Responsibilities of the Country Press in the Reconstruction Period."

There was a luncheon given Monday noon by the Brock-Haffner Press Company at the Albany Hotel.

Monday evening the members were the guests of the National Western Stock Show Association at the Stock Show and occupied a section reserved for them in the stadium, after having been banqueted at the Stockmen's Club at the stock yards by the Show Association. Tuesday a luncheon was given the editors by the Gates Rubber Company.

A resolution was passed expressing "unbounded faith in the loyalty, patriotism and integrity" of Alva Swain, Denver representative of the Pueblo Chieftain, which paper was recently accused by a witness before a Senate investigating committee of accepting money from a representative of the German government.

C. F. Wadsworth, manager of the Colorado branch of the Western Newspaper Union, was elected president. S. A. Crary, of the Lamar News, is the vice-president, and George Haubrick, of the Greeley News, secretary and treasurer.

* * *

Utah State Press Association

The annual banquet of the Utah State Press Association was held at the Salt Lake City Commercial Club, January 27th.

After an address of welcome by F. C. Richmond, president of the Commercial Club, the following toasts were responded to:

"Turn on the Light," Governor Bamberger.

"Did the Press Make Good?" President Heber J. Grant.

"How to Secure Legislation without Opposition," Hon. J. W. Funk, president of the state senate.

"Legislation and the Press," Judge C. C. Richards, speaker of the house of representatives.

"Loyalty of the Press to War Activities," Hon. W. W. Armstrong, chairman state Liberty Loan committee.

"The Fourth Estate," Judge George M. Lawrence.

* * *

New Jersey Press Association

The annual mid-winter meeting and luncheon of the New Jersey Press Association was held February 3rd at Trenton. The business meeting was convened at 11 o'clock by W. B. Bryant of the Paterson Press-Guardian, who is president of the association.

The following program of addresses was given:

Augustus S. Crane, Elizabeth Daily Journal, "Benefits Derived from the Restrictions of the War Industries Board," E. A. Bristor, Passaic Daily-Herald, "The Suburban Newspaper between New York and Philadelphia;" William H. Fischer, Toms River Courier, "The Zone System and the Subscription Rate."

The guests of the association were Governor Walter E. Edge, W. N. Runyon, president of the Senate; James Kerney, publisher of the Trenton Times, who has recently returned from abroad as the European representative of the Committee on Public Information; H. Heydon, secretary of the New Jersey State Chamber of the New Jersey State Chamber of Commerce, besides members of the State Legislature and Senators from the various counties.

The committee in charge of arrangements consists of the president, J. W. Clift, Summit Herald; W. B. R. Mason, treasurer Bound Brook Chronicle.

* * *

Minnesota Editorial Association

The fifty-third annual convention of the Minnesota Editorial Association will be held at Hotel St. Paul, in St. Paul, on Friday and Saturday, February 21 and 22, 1919.

It will be a gratitude get-together and a joyous jubilee occasion for the editorial profession of Minnesota, being the first opportunity the editors of the North Star State will have had to meet and greet each other since the Eagles of Victory perched upon the banners of the Nations Associated in the Fight for Right.

The President and the other members of the Executive Committee have arranged, among other events for the Convention, a Victory Session for the evening of

Friday, February 21. No "shop" will be talked then. Details are not being announced at this time, beyond that it will be on the high plane of patriotic exaltation that characterized the night session of our 1918 convention. The second day of the meeting this year happens to be the anniversary of Washington—first in peace, first in war and first in the hearts of his countrymen. Let us together extol his sacred memory. President Moreaux will extend an invitation to the Minnesota Legislature to join with us on the afternoon of that day in honor of the event.

But while we are all inspired by the spirit of Victory and blessed with the assurance of Peace, we cannot live by these considerations alone. Realizing this, a program has been arranged for the 53rd Convention that will prove of great value in solving the problems of our workaday lives. Help shortage and remedies therefor, how to increase newspaper revenue and educating the country merchant and the country editor in the fundamental principles of advertising—these are three timely and vital business topics that will be presented by practical publishers who have made special study of the problems. In each case there will be discussions led by other Minnesota publishers who are also prepared to contribute something of value for all of us. Everyone present will benefit by hearing these discussions and by joining therein.

There will be reports by Committees. The Minnesota Editorial Association's various Committees from year to year have prepared the solid foundation for our business and ethical betterment. The Committees have protected every Minnesota publisher from unjust aggression. Their watchfulness and fidelity have been invaluable. The reports they will present at the Convention in St. Paul, February 21st and 22nd will be a very important portion of that meeting.

No subject of the reconstruction period upon whose threshold we stand is worthy of keener interest by the Minnesota public than the subject of better highways. It will be a feature of the afternoon session of February 21st and will be presented by three Association members who are recognized as having made exceptionally keen observation of road-building and road-maintenance problems from every angle. This phase of the coming conveption would alone make it worthy of the attendance of every Editor of pulbic spirit, but that is only one item.

THE EXECUTIVE COMMITTEE—A. O. Moreaux, President; H. C. Hotaling, Treasurer; John E. Casey, Secretary.

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Tri-State Press Association

The meeting of the Tri-State Press Association will be held at Memphis, Tennessee, Friday and Saturday, March 7th tand 8th. The meeting will be held at the convention hall of the Chisca Hotel. The decision was reached at a meeting of the Executive Committee held in Memphis, Friday, January 24th. The meeting was attended by Harry B. Potter, of Knoxville, Tenn., editor of the Agricultural Extension Bulletin of the U. of T.; R. O. Schaefer, of Little Rock, Ark., editor of the Construction News and secretary and treasurer of the association; Guy P. Clark, of Clarksdale, Miss., vice-president of the association, and editor of the Clarksdale Register; J. L. Gillespie, of Greenwood, Miss., and John R. Rigs, of Hot Springs, Ark., editor of the New Era.

Edward Albright of Gallatin, is president of the Tri-State Association, which now has a membership of eighty.

New Mexico Press Association

For several years New Mexico has been without a live newspaper organization, but Saturday, February 8th, a representative bunch of the newspapermen of the state got together and decided to reorganize the New Mexico Press Association and proceeded to elect the following officers:

Nestor Montoya, of La Bandera Americana, President; H. B. cHnning, of Albuquerque Daily Journal, Vice-President; J. R. Hull, of Clovis Journal, Secretary-Treasurer.

Executive Committee: R. A. Lynd, of Deming Headlight; Will Robinson, of Roswell News; Leandro Sena, of Santa Rosa Sun; Antonio Lucero, of La Voz del Pueblo, Las Vegas; G. C. Smith, of Clayton News! W. P. Lapoint, of Las Cruces Citizen.

The Secretary states that he feels certain that they will have nine out of every ten newspapermen in the state as members of the organization within sixty days.

George E. Hosmer, Chairman of the Legislative Committee of the National Editorial Association, was invited to talk to the boys on organization. He talked on general plans of organization as well as the necessity for a closer organization between state and district bodies and the National, and before the convention adjourned, it was decided by unanimous vote that the members of the New Mexico Press Association should immediately become members of the National Association."

COLORADO OFFICERS GET POINTERS FROM IOWA

Vice-President Crary and Secretary George Haubrich of the Colorado Editorial Association, visited the Iowa Press Association meeting February 7th, 8th and 9th, with the idea of getting additional pointers for work to be done by the Colorado Association. The plan is that as soon as possible a paid Secretary will be put to work in Colorado Assocation. The plan is that as soon as possible a paid Secretary will be put to work in Colorado the same as had been by Iowa for several years.

JOURNALISM SCHOOL HAS ITS BIGGEST ENROLLMENT

With 128 students this term the four-year Course in Journalism at the University of Wisconsin has the largest enrollment in its twelve years' history. This is an increase of forty-six students since January 2nd. The largest number of journalism students heretofore was 116 in 1915-'16 before men began to leave for military service.

Of the forty-six who entered this term, forty are men, bringing up the total of men students to forty-nine. Only nine men were enrolled last term, when there were seventy-three women.

There are fifty-three freshmen in the Course of Journalism this year, of whom twenty-eight are women and twenty-five men. This is the largest number of beginners that the school has ever had.

Only eleven men who were in the Course in previous years succeeded in getting released from military service to re-enter the university this term. Most of the others are overseas.

ENJOYS THE N. P.-J.

In a recent letter, Mr. C. R. Callaghan, President of The Gazette Publishing Co., of Bellevue, Ohio, says: "I enjoy the N. P.-J. It deserves the support of all publishers. My subscription is paid in advance to 1923."

NATIONAL EDITORIAL ASSOCIATION EXECUTIVE COMMITTEE PLANS BIG CONVENTION FOR NORTHWEST

The Executive Committee of the National Editorial Association held a session in the La Salle Hotel, Chicago, February 16th, with the following present: President Guy U. Hardy of Canon City, Colorado; Vice-President Edw. Albright of Gallatin, Tennessee; Secretary George Schlosser, Wessington Springs, S. D.; E. E. Brodie of Oregon City, Oregon; Will Wilke of Grey Eagle, Minn.; G. L. Caswell, Denison, Iowa; Frank N. Henderson of Little Rock, Ark.; J. C. Brimblecom of Newton, Mass.; H. L. Williamson of Springfield, Ill., representing H. U. Bailey of Princeton, Ill., with John E. Gairing of the Publishers' Auxiliary and Benj. S. Herbert of the National Printer-Journalist, as guests.

Plans for one of the most enjoyable trips ever taken by the Association were adopted, and a tentative program proposed which will insure one of the most inspiring and helpful conventions that has been held in its long history of thirty-three years.

Mr. Will Wilke, as chairman of the transportation committee, outlined the arrangements that have been made for the journey to the Northwest, and indicated unmistakably that those who take the trip will secure a far greater amount of value in entertainment and sight-seeing than would be possible under any other auspices. Mr. Wilke did not reveal all of the details that have been planned because of the tentative character of certain agreements. He advised the committee, however, that he would be able to make full and complete announcement within a few weeks.

Under a motion, unanimously adopted, the Committee recorded its sentiment as being in favor of holding an excursion and convention that would be in effect a Victory Celebration. In the discussion that developed, the opinion prevailed that because of the work accomplished by country newspapers in popularizing Liberty Loans and various war activities; in aiding food, fuel and other administrations, that the owners of local newspapers throughout the Nation owed it to themselves to enjoy for once in their lives at least a comprehensive outing that would not only embrace the delights of seeing the most interesting parts of the United States, but that they might join with their fellow workers and soldiers of opinion in a splendid Victory Celebration and Convention, and weld their thought for united action in the great work of reconstruction, thereby evidencing in the most practical manner the value of their intelligent patriotism.

Mr. Brodie, as the representative of the Northwestern hosts of the editors, advanced information which aroused further enthusiasm as to the success of the 1919 convention. Mr. Brodie said that the states of Oregon and Washington were coöperating in a manner which would insure a variety of entertainment and full enjoyment of the scenics delights of the Northwest Wonderland that would be unequaled. He urged the acceptance of the invitation of the Chamber of Commerce of Spokane to visit that city, but after lengthy discussion, the Committee adopted a resolution to the affect that it would be impractical to accept the hospitality of the capital city of the great Inland Empire at this time.

The morning session was taken up with discussions of the plans relative to the excursion, and adjourned at 1:30 to accept the invitation of Mr. Gairing to be his guests at dinner.

The afternoon session was devoted to a discussion of the business administration of the Association. Mr. Schlosser, the secretary, indicated that the Association was in a flourishing condition and that large numbers of editors were joining the national body on the coördinating basis, through their county and state organizations. He reported that a number of states were to join this year and that the probability was that the membership of the National Editorial Association at the close of the 1919 Convention would exceed 5,000.

Under a motion offered by Mr. Caswell, and seconded by Mr. Brimblecom, the Committee voted to establish a sustaining membership class, by which publishers and members of allied interests may most substantially aid the cause of the country newspapers of America by the payment of from $25 to $100 a year. After a sufficient number have been secured, a suitable badge will be issued, bearing the words, "Sustaining Member, N. E. A.," with year and name of state indicated. The wearing of this emblem will show the appreciation of the service of the National Editorial Association of those who will be able to afford the privilege of its display. Several members of the Committee agreed that they would secure ten sustaining members in their respective states.

The sentiment of the meeting was to the affect that if the officers of various state press associations would coöperate with the Executive Committee and the officers of the national organization in increasing the number of sustaining members that it would soon be possible to employ the services of a field secretary at a salary that would attract and secure an executive whose work would be of inestimable value to the profession.

The discussion developed that there was no dissent in the belief that the country press of America needs a representative in Washington and that the National Editorial Association requires the presence of one of its officers at all state press association gatherings. The possibilities that were unfolded by Mr. Hardy and others strengthened the opinion, already held by many, that the scope of the activities of the national organization could be greatly increased in proportion as financial support was vouchsafed by those who have the welfare of the local newspapers and the Nation at heart.

The question of whether the Association was still in favor of the postal zone system was introduced and the Executive Committee, in common with many members of the N. E. A. demonstrated that it is still of the opinion that action taken in favor of the system at the last two conventions should be upheld.

Mr .Hardy's action in the appointment of Mr. G. E. Hosmer as Executive Secretary was approved, and it was voted that the sum of $300 be appropriated for the payment of Mr. Hosmer's expenses in visiting Washington and various state conventions where the associations of the state could not find it practicable themselves to arrange for the payment of Mr. Hosmer's traveling expenses.

The proposal was favored that Mr. Hosmer should endeavor to codify information in regard to legislation of the different states, indicating especially helpful laws that prevail in the more progressve stiates and spread the intelligence to the newspapers of those commonwealths that lack legislation of this character.

A message of condolence was ordered sent to the widow of Past-President Tomlinson, expressing the sympathies of the members of the National Editorial Association in her bereavement.

The remainder of the meeting was devoted to a discussion of the program, many suggestions being offered, and at the conclusion there was no doubt left in the minds of any that the sessions of the 1919 convention would be epoch-making in the march of progress by the newspaper profession in America.

CHAIRMAN HOSMER SHOWS POSSIBILITIES FOR EDITORIAL ASSOCIATION

Denver, Colo., February 11, 1919.

Editor National Printer-Journalist, Chicago, Ill.

Dear Sir:—In response to your kind invitation to say something, I beg leave to reply that the time is here when every newspaperman in the United States should belong to his state editorial association, to his district or county organization, if there is one, and then that these smaller organizations should come in with their entire memberships into the National Editorial Associa- which is planning to do wonderful things in the years to come for the smaller newspapers of the United States.

The National Editorial Association now has the largest membership that any newspaper organization ever had in the history of the world, but it is necessary that all the state and district organizations that joined last year renew their memberships and pay their dues. In addition, every state and district organization which did not join last year should join this year so that when our meeting occurs in the Pacific Northwest next summer, we can have a membership of at least 10,000.

As Chairman of the Legislative Committee, I am planning to attend a number of state organizations as they meet and talk of the necessity of closer organization of state and district organizations with the National, but it is up to other friends of the National Editorial Assocation to do the same thing if none of the legislative committee, or officers of the National Association, can attend your state or district meeting. Take it upon yourselves, as organized newspapermen, to help this work along.

In addition to this big membership which we are getting through state and district organizations joining as a body, it is going to be absolutely essential that we have a goodly number, at least 500 contributing members from over the United States. These should be the newspapermen who are better prepared to take advantage of the results of the work of the National Editorial Association and thereby cash in on it and who see the necessity of a close organization. If we can get 500 members to contribute from $25 per year up, when Congress convenes next December, the National Association can open its headquarters in Washington and be prepared to look after in the right sort of way the interests of all the smaller newspapers in the United States.

There is not a county seat newspaper in the United States and very few newspapers, no matter in what sort of a town they are printed, that cannot afford to contribute for such a purpose. I believe that the requisite number of contributors can be secured if we go after it and it seems to me that the first day of next December is the latest day on which any sort of business sense will permit us to open permanent headquarters in Washington. From this general eastern headquarters much other work outside of legislative work could also be accomplished and I believe that such headquarters would help every newspaper in the United States; so let's get together with a push and a forward movement and say that the newspaper interests of the United States must take their proper place in the business of this country. The trade papers are all helping in this work. Let us all do our share.

G. E. HOSMER,
Chairman Leligslative Committee, National Editorial Association.

PRINTERS' ASSOCIATION INAUGURATES EDUCATIONAL CAMPAIGN

The United Typothetae of America has inaugurated a comprehensive educational campaign, the underlying motive being to inoculate the printer with the virus of self-sufficiency, to convince him of his patricianship as an artisan and urge him to evangelize his brothers into a higher conception of the orthodoxical beliefs of the Typothetae.

The literature now being issued is built upon the best principles of logic and the arguments are imbued with a passionate enthusiasm which carries conviction. The proposition is offered that "printing is the art preservative, that without printing there would be no science, no literature, no business and no governments; printing is the key to all other industries. It reaches into every activity of business life."

The conclusion that must be reached by this scientific course of reasoning is that "printing is a necessity, and the printing business is therefore a legitimate business, a worthy business," and finally that "there is no reason why it should not be as profitable as any other legitimate business." To all of which we say, Amen!

This is not folderol. It is fact, and no thinking practitioner can help but gain something more of a wholly justifiable respect for his calling if he will but ponder seriously over this presentation of truth.

This is bringing "the glad tidings of great joy" to a trade which has long needed the evangelizing note of authority.

The United Typothetae of America has earned the right to speak with the power and dignity of a catholic, representative priesthood, to exhort and to inspire its members to more exemplary conduct in all of their commercial transactions, remembering that their own welfare is of high importance as it will contribute to the substantial advancement of all other lines of human activity.

As the national "voice" of the Printing Industry, for thirty years the United Typothetae of America has accomplished remarkable things. For example: by reason of what it has done already, the printing industry is the only industry in the world that has created and put into effect a nation-wide course in education, for the benefit of the craft. For this one reason alone, if for no other, and there are others a-plenty, the U. T. A. deserves the support and coöperation of every master-printer.

GREAT PRINTING EDUCATOR PASSES ON

The Printing Trade has lost one of its best known men in the death of Alexander A. Stewart, of Boston, who died at his home in Arlington, Mass., Monday evening, January 6th, as a result of pneumonia.

Very few men have had a greater influence during recent years in influencing Modern Typographic Style than Mr. Stewart.

For a number of years Mr. Stewart practiced the trade of Printing as a compositor in several of the leading printing offices in the country from Chicago East. He was also employed in the Specimen Department of the Boston Branch of the American Type Founders Company.

When a group of printers of Boston, some fifteen years ago or more ,consisting of Mr. George H. Ellis,

Captain J. Stearns Cushing, Mr. George H. Simons, Mr. J. W. Phinney and others, undertook, in co-operation with Mr. Samuel F. Hubbard, Superintendent of the North End Union, Boston, to establish a modern Apprenticeship School in order to develop a Sound Apprenticeship System for the Printing Industry, Mr. Stewart was selected as the one man in the country best fitted as Instructor.

Mr. Stewart continued in this capacity throughout its entire history, and wielded a great influence, not only upon the craft in Boston, many offices of which have today in their employ grown men and boys whom he trained in his thorough, painstaking way, but also in many parts of the country and abroad, where his work became known.

The success of the North End Union School of Printing, in the training of Apprentices, became widely known, and frequently delegations from different parts of the country and occasionally from foreign countries would visit the School to see the work being done and the man who was directing the School activities. Countless reports have been printed, both of a public and private nature, in which reference and high commendation is given to the great work which Mr. Stewart performed for some fifteen years at the North End Union.

Some three years ago this School was taken over by Wentworth Institute of Boston, and Mr. Stewart was selected to guide the destinies of the new Department of Printing and the Graphic Arts of this large Institution, in co-operation with the local and National Typothetae Education Committee ,and while the conditions of War, which have prevailed throughout the country during the establishment of this school at Wentworth Institute, has kept the number of students from being as large as hoped, nevertheless through the work of Mr. Stewart the instruction has been placed upon a sound basis, and the classes in Printing at the Wentworth Institute are recognized as of a very high order in the kind and thoroughness of instruction given.

Mr. Stewart was the author of a large number of booklets and leaflets upon many phases of printing, his Dictionary of Printing, sometime since out of print, being one of his leading publications. He also contributed numerous articles to the Trade Press and his counsel and advice was sought by a great many Instructors in Printing and employers throughout the country.

Mr. Stewart was also active in assisting the Chairman of the United Typothetae of Amberica Committee on Education, in editing the U. T. A. Typographic Library, consisting of sixty-four volumes, a number of which were written by Mr. Stewart personally and which will be a memorial to him for succeeding generations of printers.

Wherever the art of Printing was taught or practiced, in college, technical school, trade or public school, and in many of the printing and publishing houses at home and abroad, Mr. Stewart's name was a familiar one.

He was a quiet, unassuming man, thorough and conscientious in everything that he did, and the trade could ill afford to lose at this time the services of one who was such a wise counselor in all things pertaining to Printing Instruction.

A widow, a married daughter residing in Philadelphia, a young son, four brothers and an aged father survive him.

Funeral services were held at his residence, 122 Appleton St., on Thursday, January 9th, and interment was made at Beverly, Mass. Dr. Frederick W. Hamilton, the Educational Director of the United Typothetae of America, conducted the funeral services, which were atttended by delegations from the various Boston Printing and Allied Trade Organizations.

A PROSPEROUS AND NEWSY PAPER

The issue of the Maury Democrat of Columbia, Tenn., for Thursday, January 9th, 1919, offers plenty of evidence that the publishers are wide-awake, and publish a prosperous and newsy paper. A somewhat unusual method of securing publicity for the printing department is the practice of carrying boxed ads of small size at either side of the heading at the top of the first page. At the left side appear the words "New Outfit but the Same Old Experienced Force" and on the right: "Latest Casts of Job and Advertising Type."

NEWSPAPERS MAY EXCHANGE SPACE FOR TRANSPORTATION

Washington.—A few days before retiring from the office of director-general of railroads, William G. McAdoo issued an order authorizing the renewal for the year 1919 of contracts between railroads and newspapers for the exchange of intrastate railroad transportation for advertising. Under the form of contract newspapers cannot charge for the railroad advertising more than their usual commercial rates and the railroads must compute the value of transportation on the basis of the normal tariff fare for one-way tickets.

In January, 1918, an order was issued prohibiting free transportation except where it was made by newspaper publishers and based on an exchange of intrastate travel for newspaper advertising and made distinctly the basis of a contract to cover the transaction. In March a similar order was issued to legalize contracts to cover the rest of the calendar year.

The late director-general has now decided that such contracts may be made for the coming calendar year where the character of such contracts is not repugnant to the state laws and the service to be rendered by the railroads is wholly within the boundaries of a single state.

The following is a copy of the order:

United States Railroad Administration

Washington, December 31, 1918.

Supplement No. 2 to General Order No. 16:

On January 28, 1918, General Order No. 16 was issued prohibiting the issuance of free transportation, except as authorized by the act of Congress, approved February 4, 1887, and amendments thereto.

Question having arisen as to the application of said order to contracts between the carriers and newspaper publishers providing for an exchange of intrastate railroad transportation for advertising, the order was supplemented on March 27, 1918, to permit the continuance of such contracts to the end of the present calendar year. The authority to renew such contracts to cover the legitimate advertising requirements of the carriers, where not repugnant to State requirements, is hereby extended for the year 1919. Contracts executed under this authority shall provide:

1st. That the rates charged thereunder by the newspaper publishers shall not exceed their usual commercial rates.

2nd. That the value of the transportation provided by the carriers shall be computed on the basis of the normal tariff fare for one-way tickets.

3rd. That transportation so issued shall not be used upon any part of an interstate journey.

W. G. McADOO,

RECENT PURCHASERS OF LINOTYPES

The following are recent purchasers of Linotype machines:

Green Forest (Ark.) Tribune; Welsh (La.) Rice Belt Journal; New York (N. Y.) Tribune; McCook (Neb.) Gazette; Philadelphia (Pa.) Liberty Composition Co.; Winamac (Ind.) Republican; Forest (Miss.) News-Register; Wichita Falls (Tex.) Railey Ptg. Co.; Lawrence (Kan.) The People's Forum; Terre Haute (Ind.) Tribune; Elmer (N. J.) Times; New York (N. Y.) Atlantis; Elkhart (Ind.) Truth; Memphis (Tenn.) Eugene Warren; Corpus Christi (Texas) Gulf Coast Ptg. Co.; Viola (Wis.) News; Florence (Ala.) News; Braddock (Pa.) Leberman & Strathern; Newark (N. J.) West Side Printing House; New York (N. Y.) Tribune; Farmington (N. H.) News; Chicago (Ill.) The Two Little Printers; Raleigh (N. C.) Times; St. Louis (Mo.) Blackwell-Wielandy Book & Stationery Co.; Altoona (Pa.) Commercial Printing Company; Boston (Mass.) Herald-Traveler; Spartanburg (S. C.) Band & White; Live Oak (Fla.) Southern Advent Christian Publication Society; Atlantic City (N. J.) Globe Company, Inc.; Huntington (W. Va.) The J. R. Haworth Ptg. Co.; Eureka (Calif.) Humboldt Standard; Oakdale (Ark.) Democrat; Lehighton (Pa.) Leader; Brownsville (Texas) Herald; Wichita Falls (Texas) Times; Birmingham (Ala.) Ledger; Boston (Mass.) Herald-Traveler; Elizabeth (N. J.) Index; Clinton (Minn.) Advocate; Wichita Falls (Texas) News-Tribune; Fort Worth (Texas) Transmitter; New Bedford (Mass.) A Alvorado; York (Pa.) Dispatch; Union (N.Y.) News-Dispatch; Chicago (Ill.) Labor World Press; Anamosa (Iowa) Journal; Ybor City (Fla.) F de la Vallina; Binghamton (N. Y.) Central Printing Co.

NEW WESTERN SALES-MANAGER FOR JAENECKE-AULT COMPANY

Joseph M. Anderson, the new Western Sales Manager for the Jaenecke-Ault Company, has addressed the following announcement to the trade:

"It does seem good afte rthirty-three years' absence from Chicago, to be back again among the old and new printers. Thirty-three years ago this month I was working for Rand, McNally & Company, when they were on Monroe Street and I have fond recollections of the good times I had and the splendid fellows I met, many of whom are still working and in business right here in Chicago.

"This letter is to announce to all the printers of Chicago and the western territory that I have assumed the Western Sales Managership of the Jaenecke-Ault Company, makers of Fine Printing and Lithographing Inks and Varnishes. I know this positively because I used the inks in my printing plant in Sacramento, California, for twenty-five years and know them to be right.

"Once more I am going to become one of the boys of Chicago Printerdom and endeavor to do all I can in an humble manner to assist in building up the standing of the printers of this community, and assure you of my utmost endeavors to conduct the business of selling inks on the square, promising my faithful and personal attention.

"A letter, a phone message or a wire will be thankfully received, whether for inks, for information or assistance of any kind."

BUFFALO FIRM OPENS WESTERN BRANCH

The Dunn Ink Works of Buffalo, N. Y., has opened a Western Branch at 441 S. Dearborn St., Chicago, in the center of the printing-house district. A large stock of printing and lithographing inks for all purposes will be maintained. Visiting printers and publishers are invited to call and inspect the superior service offered.

NEW SALES MANAGER FOR SINCLAIR & VALENTINE

John R. Carroll, practical printer and ink-maker, who has been associated with Sinclair & Valentine Company for the past ten years, has been chosen Sales Manager. Mr. Carroll assumes these new duties because of the belief on the part of the company that a technical man can render the best service to the printing craft.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ENGRAVED Cards & Wedding Invitations
OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.
AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

STEEL DIE EMBOSSING
Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.
AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.40 per doz. with extra tongues.

Megill's Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.
Only $4.80
E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. Free Booklets.

VISE GRIP

Megill's Patent
DOUBLE-GRIP GAUGES
$1.50 set of 3 with extra tongues.

Books for Printers, Publishers and Newspaper Workers

[Order thru Book Dept. National Printer-Journalist, 4620 Ravenswood Avenue, Chicago, Ill.]

THESE books are of immediate practical value to any one engaged in printing, publishing or newspaper-making, whatever his capacity or position. The words of instruction and suggestion are easily apprehended and the knowledge possible of acquirement in compact form, prepared by these especially qualified writers can hardly be measured in pecuniary value.

The compositor, foreman, pressman, advertising man, reporter, the editor, the manager and every man, and woman, on the force who feels that he does not know everything about this immensely interesting vocation, should have three or four of these books in his possession.

LIST OF PRICES AND ESTIMATE GUIDE. Showing what prices may be charged for every kind of book and job work, from a small card to a large volume. This is a book which fills a need and is of special use to job printers. Second edition. Price, $1.00. Add 10c for wrapping and postage.

THE PRACTICE OF TYPOGRAPHY; CORRECT COMPOSITION. By Theodore Low De Vinne. A Treatise on Spelling, Abbreviations, the Compounding and Division of Words, the Proper Use of Figures and Numerals, Italic and Capital Letters, Notes, etc., with Observations on Punctuation and Proofreading. 476 pages, cloth, $2.10, postage 12c.

PAPER MAKING. By A. Watt. A Practical Handbook of the Manufacture of Paper from Rags, Esparto, Straw and other Fibrous Material. Illus. Crown, 8vo. Net, $2.50; by mail, $2.65.

ILLUMINATING AND MISSAL PAINTING ON PAPER AND VELLUM. By Philip Whithard. A practical treatise on manuscript work, testimonials and herald painting. Crown, 8vo. Net, 60c; by mail, 65c.

BATCHELDER'S TIME-SAVING SYSTEM enables the printer to quickly and accurately determine the size and style of body type to use on any job; or, the amount of type space a given number of words will occupy in any size and style of type; or, the number of words to write to fill a certain space in any size type. This system was published only after an exhaustive test of several years on all classes of work handled by a modern book and job printing plant. 60 cents, postpaid.

BUILDING AND ADVERTISING A PRINTING BUSINESS. By Herbert H. Stalker. Contents: Reminiscence—Specializing and Concentrating; Service—The Foundation on Which to Build Slogans—Personality—Persistence; The Paramount Elements of Success; Courage, Advertising, Enthusiasm; Series of Advertisements for Printers. This is a stimulative volume, designed to aid the commercial printer in acquiring business through printers' ink. Cloth $1.00; postage 10c.

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PRINTING. By Charles Thomas Jacobi. A practical treatise on the art of typography as applied more particularly to the printing of books. Contents: Introduction, Typefounding and Type Bodies, Composition and Distribution, Reading, Hand Press Work, Illustrated and Color Work, Motive Power, Machine Printing, Warehouse Work. 420 pages, $3.00. Add 15c for postage.

PRINTING AND WRITING MATERIALS. By Adele Millicent Smith. Contents: Ancient Relief Processes, Printing in Europe, Invention of Typography, Early Printing Presses. England and America, Typefounding, Typesetting, History of the Printing-press. Newspaper Printing, Stereotyping and Electrotyping, Half-tone and Line Plates, Writing Materials Used by Ancient Peoples, Papyrus, Parchment and Vellum Paper, Pens and Lead-pencils, Ink, Early Bindings, Medieval Bindings, Modern Bindings, Commercial Bindings, Forwarding. 223 pages, illustrated, cloth, $1.25. Postage 15c.

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VEST-POCKET MANUAL OF PRINTING. A full and concise explanation of all the technical points in the printing trade, for the use of the printer and his patrons. Contents: Punctuation; The Comma, Semicolon, Colon, Period, Note of Interrogation, Exclamation Mark, Hyphen, Marks of Parenthesis, Dash, Apostrophe—Capitalization—Style; The Use and Non-use of Figures, Abbreviations, Italicizing, Quotations—Marked Proof—Corrected Proof—Proofreaders' Marks—Make-up of a Book—Imposition and Sizes of Books—Sizes of the Untrimmed Leaf—Type Standard—Number of Words in a Square Inch—Relative Sizes of Type—Explanation of the Point System—Weight of Leads Required for Any Work—Number of Leads to the pound—To Print Consecutive Numbers—To Prevent Coated Paper from Peeling—Engraving and Illustrating—Definitions of the Principal Technical Terms Used in Fine Bookbinding—Relative Values of Bindings—Directions for Securing Copyright—Correct Sizes of Flat Writing Papers—Sizes of Ruled Paper—Regular Envelope Sizes—Standard Sizes of Newspapers—Leads for Newspapers—Newspaper Measurements—Imposition of Forms. Convenient vest-pocket size. Neatly bound in leather, round corners; 86 pages. 60 cents, postpaid.

CAMPSIE'S VEST POCKET ESTIMATE BOOK. This Estimate Book is so arranged it is next to impossible to make an error in estimating on printing. It is a system that has been in practical use in one of the largest and most successful printing plants in the country for years. It contains 27 pages of valuable information and suggestions, besides 108 pages for the use of the estimator. The size is 3½ x 6 and is intended to be carried in the vest pocket. The price of this valuable book is $1.00. Postage 5c extra.

PRACTICAL JOURNALISM. A Complete Handbook of Modern Newspaper Methods. By Edwin L. Shuman, Literary Editor of the Chicago Record-Herald. "He has produced a complete panoramic picture of the making of the modern newspaper, and everyone who has anything to do with the press will gain by reading his book."—Pittsburgh Gazette. (Illustrated. 12mo. Cloth, $1.50 net; by mail, $1.60.)

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THE AMERICAN HANDBOOK OF PRINTING. This book is intended to furnish a quick means of learning practical and historical facts about all departments of printing. There is gathered together a large quantity of interesting information and it is given teresely and without waste of words. It is just the book for the printer or advertising man wishing to obtain a general idea of the art and business of printing. One hundred type-faces are shown and explained. Compositors will be interested in the sixteen pages of typographic specimens in color, and pressmen will find useful the copyrighted chart for the harmony and mixing of inks. In these days of specializing the printer must get an all-around knowledge by other means than by actual experience. It is not attempted to tell everything about every subject, but just enough to give an understanding of the principles of each. 300 pages, 5¼x7½, cloth. $2.00. Postage and packing 20c extra.

HOW TO FIND COSTS IN PRINTING. By A. E. Davis, one of the few great authorities on this subject. Profit is what every follower of the printing business is looking for, but it cannot be figured until there are known costs upon which to base the calculation. Many printers hesitate to adopt a system by which actual cost can be determined because the subject seems a complicated one and they prefer to go under the old happy-go-lucky plan in order to save themeselves mental exertion. With the unprofitable work gradually shifting out of the establishments which have adopted cost systems to those not so equipped, however, the necessity of getting upon a

proper business basis becomes apparent to all employing printers, and the study of costs cannot therefore longer be avoided. This book treats in a thoro yet simple and easily comprehensible way this most difficult phase of printing-office management. The author has had experience as workman, foreman and superintendent of printing plants, supplemented by several years as secretary of printers' organizations that conducted cost-finding investigations. He is peculiarly fitted to write on the subject. The extensive showing of diagrams required for cost-finding is particularly valuable. We believe the book to be the best available work of its kind. 128 pages, 5x7½, cloth. Price $1.50. Postage and packing 15c extra.

How to Make Money in the Printing Business. By Paul Nathan. Give value and "charge the price" might be answer to this question; but there is a very complete and comprehensive answer in Paul Nathan's book of 288 pages, bearing this title; and every progressive printer should own the volume. The book gives full details and information on the highest authority—experience. It tells how a man made money out of printing—a thing we all are anxious to do. You may think you are getting the proper profit out of your work, but you would know whether you were or not if you owned this book. There are facts and figures presented that will cause you to stop and think about this profit question. Every point is comprehensively considered for developing and successfully conducting a printing business on a money-making basis. Your equipment is not complete without this book. Send in your order now. Price, $3.00. Postage and packing 20c.

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Types of News Writing. By Willard Grosvenor Bleyer, Ph.D. This book furnishes students of journalism with a large collection of typical news stories. The teaching of journalism in colleges is now well established. The work is thoroly organized and good textbooks on the subject are sure to be in demand more and more. Heretofore, instructors have had to prepare their courses from such scattered material as might be found in current issues of newspapers and in the personal accounts of newspaper men. This book is the first systematic attempt to collect various stories, classify them, analyze them from the point of view of their material and of their construction, and, finally, group them under headings for purposes of study. It is thoroly practicable for courses in journalism in college, since it presents in compact form the newspaper stories which have been found best for study by the student of journalism. This book supplements *Newspaper Writing and Editing*, by Professor Bleyer, but can be used independently of it, especially in advanced courses in reporting. Aside from its value as a college textbook, it is offered as a handbook for newspaper workers. By means of the systematic classification and a carefully prepared index, they may turn to a particular case to find out what news to get, where to get it and how to present it effectively. Price, $1.50. Add 10c for postage and wrapping.

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Typical Newspaper Stories. By H. F. Harrington. A book of recipes for the newspaper writer. A Chinaman would say of it, "Alle same like a cook book." That's what H. F. Harrington's new book, "Typical Newspaper Stories," is. The purpose of the book is to present typical newspaper stories that may serve as instructive guides. It accomplishes its purpose. There is always something to be learned about newspaper production. This book should be in every reporter's room in America. It will quicken anyone's writing instinct surprisingly. The price is $1.70, postpaid.

The Art and Practice of Typography. By Edmund G. Gress. This book treats in a comprehensive and practical way the subject of typography from the job printer's viewpoint. The various phases are dealt with interestingly and instructively by word and illustration. The book is divided into three parts. Part I. treats of the history of typography up to the twentieth century. Part II. is a study of typography as practiced in the twentieth century. Part III. or the appendix contains 161 specimens of high-class commercial printing by some of America's best typographers, reproduced in color. 700 illustrations. 250 pages. Size, 9½ x 12½. Price, $6.00. Postage, 45 cents extra.

History of Composing Machines. By John S. Thompson. A complete record up to 1904, of the art of composing type by machinery. Also lists of patents on composing machines. Contents: Introduction, Individual Type Machines; Hand Apparatus; Automatic Justifiers; Type Casters and Setters; Typecasting Machines; Type-bar Machines; Impression Devices; Slugcasting Machines; Perforated Paper Controllers; Transfer Machines; Other Methods; Patents on Composing Machines; American Patents; British Patents. Illustrated. 200 pages. Size, 5½ x 8. Price, leather, $3.00; Cloth, $2.00. Postage, 10 cents extra.

The Principles of Desigw. By Ernest A. Batchelder. In this work the interesting subject of Design is explained in clear and lucid terms and illustrated by forceful yet simple drawings which give the student a very encouraging grasp upon its basic principles. The fundamental laws of why and how form is made pleasing to the sight are explained and shown so convincingly that the mind grasps the subject tenaciously, holds it and is strengthened to build upon it. Conceptions can by the aid of this work be brought to fruition, and the production hold its place as a creation combining utility and art in their best forms. Illustrated. 175 pages. Size, 6 x 9. Price, $3.75. Postage, 15 cents extra.

Practical Printing. By George Sherman. This book, lucidly describes and explains in practical phraseology the various technical operations and principles that enter into the manufacture of printed matter. The merit of this work lies in its readability, due to the absence of ultra-technical expressions which are so apt to confuse instead of enlighten. 144 pages. Size, 5 x 7½. Price, $1.50. Postage, 10 cents extra.

COMPOSITION

Letters that Make Good. This book serves two purposes well. First, it is a specimen book of letterheads, showing by over three hundred samples—no two alike—how to use type, ornaments and color for true artistic effects. Second, it serves as a manual containing the boiled down experience of over one hundred of the leaders in direct-by-mail advertising. The hundreds of examples of letters that have made good, together with the reasons why, will prove an inspiration and an aid in the planning and writing of copy. Illustrated. 465 pages. Size, 8¼ x 10½. Price, $5.00. Postage. 20 cents extra.

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This book should have a place in every advertising man's library, and is invaluable to the printer and his compositor. Contents: Importance of Good Advertising Display; Laying Out the Advertisement; The Question of Display; On Choosing Type; On the Use of Borders; The Department-Store Advertisement; Hand-lettered Advertisements; Agency Advertisements; Illustrations in Advertisements; How to Set the Advertisement. Printed in two colors. 65 illustrations. 136 pages. Size, 5½ x 8. Boards. Price, $2.00. Postage, 10 cents extra.

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IMPOSITION. By F. J. Trezise. In this handbook for printers the fundamental principles of imposition are accurately and clearly set forth. More attention has been given to the smaller forms than is generally the case, and numerous diagrams and illustrations are presented as a material aid in making the text clear. The average printer needs a thorough explanation of the forms that may be termed regular—not of numerous diagrams for eighteen, twenty, thirty-six, and forty-page forms which are rarely used. No attempt has been made to revolutionize present methods of imposition, but simply to present them in a clear and understandable manner. Contents: Forms for Paten Press, Four-page Forms, Eight-page Forms, Folder Forms, Twelve-page Forms. Sixteen-page Forms, Eighteen-page Forms, Twenty-page Forms, Twenty-four-page Forms, Thirty-two-page Forms, Thirty-six-page Forms, Imposition for Folding Machines—Dexter Folders, Chambers Folders, Brown Folders. 84 illustrations. 72 pages. Size, 4 x 6. Leather. Price, $1.00. Postage, 5 cents extra.

PRESSWORK

MODERN PRESSWORK. By Fred W. Gage. A complete, working manual wherein the pressmen will find genuine aid in their efforts toward perfecting themselves in their chosen vocation. New methods are clearly described, particular attention being given to the proper care of machinery and apparatus. Contents: Putting the Press in Condition, Adjusting Bed Movement, Cylinder Adjustments, Register Rack and Segment, Grippers, Side and End Guides, Setting the Rollers, Putting the Form to Press, Making Ready, Underlaying, Marking Out, Vignetted Halftones, Ready to Run, Duding the Run, Quick Make-ready, Composition Rollers, Close Register Work, Color-work, Papers and Inks, Electricity and How to Eliminate It, Pressroom System, The Pressman, The Feeder, a Few Don'ts. 140 pages. Size, 5¼ x 7¾. Price, $2.00. Postage, 10 cents extra.

EMBOSSING

EMBOSSING: HOW IT IS DONE. By R. H. Dippy. This pamphlet tells how to get the best results in embossing. 16 pages. Size, 5¼ x 7. Prise, 25 cents. Postage, 5 cents extra.

A PRACTICAL GUIDE TO EMBOSSING AND DIE-STAMPING. This work was first written and published by P. J. Lawler but has since been purchased and revised and made more valuable. As the name indicates, it is now a practical guide to printers and others wanting to know the modern methods of embossing and die-stamping. The book also contains explanatory text on copperplate engraving and printing, and chapters on the theory and practice of color printing. Illustrated. 80 pages. Size, 6 x 9½. Price, $1.50. Postage, 10 cents extra.

PROOFREADING

PUNCTUATION. By F. Horace Teall. The effort in this treatise has been to reduce the number of actual rules to the fewest possible. Principles have been considered as most important, and the rules given are really subjected concise statements of principle. Much detail that other authors have subjected to special rules thus become mere exemplifications under general rules. The book also contains chapters on Hyphenization, Capitalization and Spelling. 193 pages. Size, 4½ x 6½. Price, $1.10. Postage, 10 cents extra.

SYNONYMS

ENGLISH SYNONYMS. By George Crabb. This book can well be called "The Friend of Every Writer." The synonyms are explained in alphabetical order, and examples of usage are drawn from the best writers. In choice of authorities the author has been guided by various considerations—namely, the appropriateness of the examples; the classic purity of the author; the justness of the sentiment; and, last of all, the variety of the writers. There is a complete index. 856 pages. Size, 5 x 8. Price, Cloth, $1.25. Leather, $2.50. Postage, 10 cents extra.

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NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SEVEN CHICAGO, ILLINOIS, MARCH, 1919 NUMBER THREE

PUBLISHER OPENS NEW ADVERTISING FIELD

("Jack" Blanton, "The Horse Editor," of Monroe County, Mo., *Appeal,* last year credited with doing "most constructive work done by a Missouri paper," blazes the way for securing profitable business.)

THE way to get the farmer to advertise is to let him see through your paper that you are interested in his business. Make a note of what he does, the stock he sells and what he gets from them. Record his improvements at home or about his farm. We run on the first page a department headed, 'Stock, Crop, Farm and Sale Notes,' and we fill it with matter of peculiar interest to the producers. This gives us a big circulation among them, and when they have anything to sell they come to us. Last week we printed display advertisements for twenty-one public sales. This week we had to enlarge to ten pages on account of our heavy run of farm advertising."

"Jack" Blanton was answering the question of a fellow editor as to how he managed to get so much farm advertising for the Monroe County (Mo.) *Appeal.*

It is a matter about which most country editors have long felt concern. If the farmers could be induced to see the advantages of advertising as well as the merchants a new and splendid field would be opened for publishers of rural papers. The thing to do was to convince the producers that advertising as a regular thing would pay them.

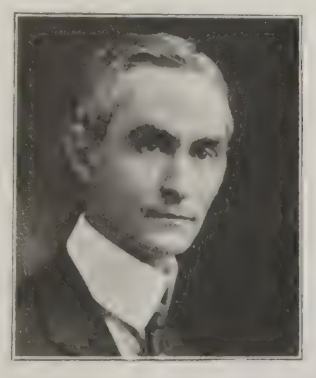
Monroe is a county of about 20,000. It is a great stock producing section. Last year Monroe County farmers raised 54,772 head of sheep, 70,176 hogs and 28,535 head of cattle. A large part of these were high grade animals.

In ordinary circumstances the farmer ships his registered stock to concerns outside of the county. This is a decided loss to the section where they are produced. Mr. Blanton, in order to build up Monroe County's stock, encouraged the breeders to find buyers at home. This he showed them they could do by advertising stock sales when they had a surplus. The producer and home buyer were thus brought together, and most of the high grade stock kept in the county to reproduce its kind. By this means the thousands of dollars that would have gone out of the county annually were kept at home and the home herds built up. Of course in time there will be a surplus of fine stock in the county, and then the producers will ship out.

In short, this method of farmers and breeders advertising is building up the stock industry in Monroe county in a way that will make it noted for the high quality of its product, and people from all over the country will eventually go there as a good section to make their selection.

That is one big advantage the Monroe County farmers have found in advertising in the *Monroe County Appeal.*

All these public sales are reported as news features in *The Appeal* in this manner:



Mr. H. J. Blanton

Editor Monroe County Appeal, who was awarded a loving cup by the Missouri Press Association for doing the most constructive work during the year 1917.

Marvin and Emmett Roney's sale Monday a week ago, amounted to about $2,700. A horse sold for $140, a pair of mules four years old, $375, another pair, $255. Cows brought $50 to $75 and steers $50 to $55; nine heifers were $60 apiece and calves $35. Corn sold for $1.60.

Eight dozen hens at Ed Chinn's sale Monday brought $17.50 a dozen.

A pair of mules sold for $391, sorrel mare for $150, another mare, $80. Twenty shoats were worth $6 to $10 and five sows at from $30 to $40; 230 bushels of white corn sold for $1.60. The sale totaled 1,200.

In one issue of *The Appeal* over twenty-five such sales were reported. That sort of matter interests the farmers, and it is the farmers who have given *The Appeal* the largest subscription list of any paper of its class in Northern Missouri, and who carried it weekly with their advertisements. There are many counties in the section much more populous than Monroe, but none where the farmers use their local paper so generously and with such profit.

The initiative of this campaign was by Mr. Blanton. He convinced his farmer readers that his paper could serve them in advertising as ell as in reading, and pointed to the fact that by publicity they could find buyers at home without running the risk always attendant upon long distance shipping of stock. Of course conditions in Monroe County are just the same as in other counties where there are a large number of enterprising farmers, and editors who are willing to devote a little time to seeking their business.

How "Jack" Blanton finds time to take on this additional phase of work is a mystery to those who know the many other things he has to do. In every issue of *The Appeal* is a wide-measure editorial column, headed, "Hints by the Horse Editor." Every line is original, sparkling with good cheer, abounding in home-spun philosophy, or getting after some national, state or local wrong in a way that only "Jack" Blanton can do. Not so long ago the Missouri Press Association presented Mr. Blanton with a silver loving cup, a tribute for the most constructive editorial work performed by a Missouri newspaper during the first year the United States became a part of the great struggle overseas. This work was in doing things for the soldiers, helping the Red Cross and others crusades. encouraging every movement designed to help win the war. When print paper was going toward the ceiling, the Press Association, looking around for a man to throw in the breach, lit on "Jack" Blanton and told him to find a way to get paper at a reasonable rate. How he was to do this the Association did not say; that was up to him. The method he produced I don't know. More than likely that would be a good story in itself . But I know the frown left our cashier's face when he wrote checks for paper after Mr. Blanton got into action.

If there is any particular secret for "Jack" Blanton's success it is in the fact that he is "in love with his job." I heard a young lady who knew him before the catastrophe use the same expression regarding the Emperor of Germany, Wilhelm II. But the Kaiser loved his job for the power it gave him in reaching his personal ambitions. "Jack" Blanton loves newspaper work because of the power it gives him to do something for the other fellow. If the office is shorthanded and they need him back in the printing end he can go there and set up as good an ad as the best printer in town, feed the job press or get the cylinder ready for its run. And if while doing any of these things they happen to send for him to meet in consultation with a Baptist committee about some church work, or to take part in some citizens' meeting over at the court house, he lays down his stick and rule, or whatever he has in hand, and obeys the call. It may make it necessary for him to work a little overtime in the shop that night, but no man with "Jack" Blanton's job could expect to be limited to union hours.

Paris, the seat of government for Monroe County, is a pretty town of about 2,000. It has the most beautiful court house in the state, so the citizens claim. It was named for Paris, Kentucky, from which state many of the early settlers came. Despite the fact that he owns a high-power car, Mr. Blanton loves a good horse better. That's why he styles himself the "horse editor." It's the call of the blood from the "Old Kentucky Home."

"HIGH SCHOOLS CANNOT TEACH JOURNALISM" SAYS UNIVERSITY HEAD

"High school principals and teachers cannot afford to let boys and girls harbor the mistaken notion that because they have taken an elementary course in newspaper writing in high school and have developed a certain facility in writing for the school paper, they are ready, on leaving school, to enter the profession of journalism," said Prof. Willard G. Bleyer, head of the Course in Journalism at the University of Wisconsin, in addressing the vocational conference of the National Council of Teachers of English in Chicago on Wednesday evening, March 5th.

"It is no more the function of secondary schools to train pupils for the profession of journalism than it is their business to prepare their pupils for the professions of law and medicine. To call any study in the high school curriculum a 'course in journalism,' or to list any such course as 'vocational,' certainly gives the pupils and the public the impression that the high school is undertaking to turn out newspaper men and women.

"All that should be undertaken in high school courses in English composition and with school papers, is to use some of the types of journalistic writing in order to teach them how to write concise, effective English, such as is found in well-edited newspapers.

"By showing both pupils and the public that professional training of university grade is absolutely essential for the successful practice of the profession of journalism, as it is of the professions of law and medicine, teachers are performing, not merely a duty as educators, but a profoundly patriotic duty as citizens interested in the development of sound public opinion, by which this nation and every other nation can be made 'safe for democracy'."

"TEACHING THE COUNTRY MERCHANT AND THE COUNTRY EDITOR THE FUNDAMENTALS OF ADVERTISING"

BY M. J. MCGOWAN, EDITOR APPLETON PRESS, APPLETON, MINN.

SPEAKING fundamentally, there are three things seriously wrong with the advertising situation as it concerns the average country newspaper publisher. The country merchant is the poorest advertiser of any class that has an article or a service for sale; the country publisher is the poorest salesman of any class that has the commodity of advertising for sale; responsibility for the condition of the merchant as regards advertising rests wholly upon the editor as an advertising salesman.

Today the average country newspaper publisher derives all too small a portion of his advertising receipts from the business institutions that are next door to him, in the same block with him and in the same community with him and whose interests in a general way are his, while his in a general way are theirs. Among those who do patronize him there are perhaps less than a half dozen who are advertisers in the true sense of the word. He derives further revenue from those who patronize him from a sense of civic responsibility—to keep the paper in the town, but who consider their money a donation to a charity institution rather than a business investment. There are those who patronize him only when they desire to foist dead stock upon the public under the guise of high grade merchandise at less than manufacturer's cost. There are those who advertise after a fashion because in a vague way they know that advertising has value, but who waste their money in the effort because of inattention to it and lack of knowledge of how to handle it.

On the other hand are the non-advertisers—the merchants who don't like the editor; the merchants who have tried advertising and convinced themselves it does not pay, those who "can't afford it," those who haven't time to think about it, and those who have never done it and can see no good reason for beginning at their present age.

From a careful inspection of the newspapers of the state it is a very evident fact that the non-advertisers are very far in the majority. As an example an average community of 1,500 inhabitants has by actual count eighty-seven individuals or firms engaged in an effort to sell to the public the necessaries and luxuries or professional services that the people of that community will buy in the natural course of events. This is without consideration for the possible advertisers in the agricultural community surrounding the village proper which has perhaps twice that number of good advertising possibilities An issue of the particular paper that serves that community that has represented in its advertising columns twenty of these firms or individuals is an exception. As a rule it is many less. Three-fourths of this field is not being covered, three-fourths of these prospects are not being cultivated or built into good advertising accounts and never will be—unless something happens or something is done to change the accepted present order of things.

The same condition apparently exists in most country newspaper fields in the state.

As a consequence just as soon as the average country publisher has established himself in his community, made known his political preferences and made his intimate friends, his advertising volume limit is set for all time, so far as it depends upon regular and established business institutions of that town. The big sale man will swell his advertising receipts one month, the auction sales will help it along at another season, the mirage of extensive foreign advertising revenue is partially caught up with at periods. But the regular week after week, home merchant advertising limit is reached when the class of which they are largely made up have decided how much they can donate to keep the editor in town—and that volume will never go higher regardless of circulation or the talent of the editor to produce a good paper, when in reality it ought to be a constantly increasing source of revenue for the publisher and an increasingly valuable investment for the merchant.

I have said that responsibility for this condition lies fundamentally with the editors as a class because I find that down in his heart the average editor lacks confidence in the commodity he has to sell. He convicts himself of this fault by the very fact that he does so little advertising himself.

No salesman can sell an article effectively unless he believes in it himself, and has the courage of conviction in his selling argument. The life insurance agent cannot go unprotected himself nor can an automobile salesman sell cars traveling on foot.

And so to meet the situation as it is found among the country merchants we find the editor conducting his advertising business on a hand-to-mouth basis that is without any prospect of establishing advertising as a business proposition upon a sound foundation—upon which to grow and to build for this generation and the next and advertising as a general proposition is as far from "sold" to the country merchant as it was in the pioneer days of news-

paperdom in this state and perhaps in this country.

We find him trading his patronage for that of an advertiser; we find him accepting advertising for revenue only without thought of what a rotten advertiser may do to his general advertising stability and his ability to make his machine deliver the goods; we find him placing too low a value upon his product; we find him too often letting the customer set his price, and we find him ever and always reaching out in an attempt to pick off something from the outside while his own immediate field goes to pot and his advertising revenue continues to be a comparatively feeble assistant in meeting the payroll.

Whatever else may be said about the editor, he is not a profiteer. During the late war, like the marines, he was the first to go. But his going was down and out, rather than up and over. Those hounds of our financial condition who tell of the failures in the commercial world said that editors and newspapers went under in great numbers during the war period.

In spite of this fact, be it to his everlasting credit, the editor who was able to brave the battle of finances during the war period, gave more to the cause for less personal return than any other class of business institution. This is his nature—in any other than war time and for his country's good it is his fatal weakness.

The country editor has made of the country merchant a poor advertiser. The editor, therefore, if he is to correct this condition, must deal first with himself and then educate the merchant to a new line of thought that will make both the merchant and the editor better business men.

Advertising must be "sold" to the community—to the editor, to the merchant and to the newspaper reader. That is the situation—the problem is in the selling.

And after all if the business engaged in by the men who are gathered here is sound, if advertising is a commodity that can honestly be sold to the public on its merits, then the selling of this idea to the community, to the people of the state, is not a problem.

The way to sell advertising is by advertising.

The solution is not a problem but the application of the solution is a real problem—a big problem. A readjustment of the advertising situation is too big a task for me as a single country editor; it is too big for a county organization of newspaper men or the editors of a section of the state. If it is to be done upon an effective basis its smallest unit should be a state.

Local prejudices, the editor's lack of confidence in his own advertising, lack of time to attend to it and the differences arising out of competition in the same community operate against going about the task in a small way or leaving its application to a number of small units. Support for the proposition must come from the editors but the administration is a matter for a central bureau composed of men who can administer it as an institution in itself.

We are entering upon a period of reconstruction following a period of war. This is the time to reconstruct the advertising situation so that we can come out of our war into a new era with something resembling a real future before us.

My suggestion is the creation of a fund for advertising advertising by which the basic principles could be put before the individuals to whom this thing must be sold—the launching of a real advertising campaign on advertising—a campaign of sufficient strength and sufficient length to do the job that is set for it. It would be extensive, it must necessarily be big if it is to be at all, because selling advertising to the country merchants of this state is a big task, but once accomplished no greater service could have been done for general state growth and development. This advertising of advertising must include not only newspaper advertising, but might well also include direct-by-mail advertising, poster advertising and the moving picture; if it be done it should be thoroughly done and no avenue by which attention to country newspaper advertising could be gained should be omitted in a campaign that successfully conducted will sell this advertising in which you and I are so vitally interested.

It should deal with three distinct classes—the editor, the merchant and the reader. And these three should be made to know these things:

The editor must know first that to build advertising his advertising must be truthful. The greatest handicap to your advertising business is the advertiser with exaggerated statements that he cannot and has no intention of making good. He must be made to know that his advertising must be clean. If he is to build confidence in his paper and in his advertising columns he must be careful about the material that appears in the advertising columns as in the editorial columns. He can't accept Bolshevik advertising and offset it with a heavy editorial. At best he has neutralized his effort and at worst he has permitted his paper to be used to place objectional propaganda wherever his own statement goes. The open mind will weigh one against the other. If your advertising is effective when you open your columns to unclean advertising you are allying yourself with the element that plants unclean thoughts in your community.

The editor must know that one hundred customers using 500 inches of space regularly is better business than five customers using the same amount. The five will perhaps never grow bigger; the one hundred are just that number of possibilities for the growing business that will eventually put advertising

on a sound basis. He must think of his advertising in the sense of the number of customers rather than solely upon space from week to week.

And he should know what his advertising space is worth and sell it for that price without apology. The price should be built upon cost plus profit and be justified by circulation in his home field.

The merchant should be educated to the proposition that the purpose of advertising is to create for him a greater volume of business; to sell to the people in their homes the articles that he has on the shelves in his store, about which they will otherwise never know; to turn his direction the patronage that goes to the large city and to the mail order house. And that increased business means smaller proportionate handling cost and that advertising in the end is not expense but an essential part of his business machinery that pays its own way. And the merchant must also be made to know that his articles in stock must justify his statements about them in advertising; that advertising will not sell worthless stuff; nor hold business in the face of unfair dealing nor poor business practice. He must know also that advertising effect must be built and maintained by constant, careful attention every week in the year and that he needs it more when business is poor than when it is good.

These are the things that should be brought out in teaching the country merchant and the country editor the fundamentals of advertising—which is "selling" advertising—or primarily the idea of advertising—to your community and your state.

The details of such a plan are a matter that must necessarily wait upon admission of the condition and the acceptance of the method of correction.

Any editor's exchange table will justify a belief that the condition exists. The general remedy is to sell advertising by advertising.

Unless the country editor is to grow more and more away from his own community and their interests it should be done, and unless you and I are accepting money under false pretenses for advertising, it most certainly can be done.

It's up to the editor as a class—what is he going to do about it?

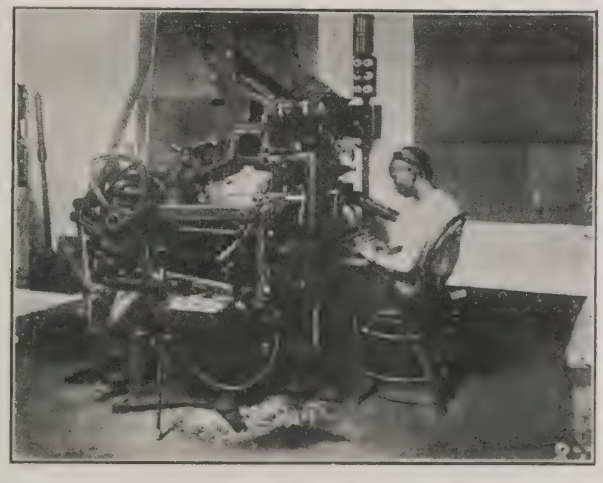
SKILLED LINOTYPE OPERATORS TRAINED BY MISSIONARIES IN CHINA

Skilled labor need not be imported in Singapore and Shanghai for English publishing houses so far as Linotype operators and type setters are concerned. The illustrations here presented attest to this fact, for they are pictures taken in the Methodist Publishing House at Singapore and the Methodist Mission Press in Shanghai. Instruction for doing this kind of work is provided for the natives interested through the efforts of missionary laborers in Oriental fields. Many responses have been forthcoming from well educated and cultured Chinese, so that ample assistance in publishing houses is readily available.

A revolution in the printing industry in China is expected as a result of the recent introduction of the phonetic method of writing Chinese which reduces the tens of thousands of characters to but thirty-nine. Printing will be cheapened by the application of this system as it can readily be adapted to the Linotype and more literature brought within reach of the millions who are unable to read and who desire it. The new alphabet was developed under government auspices with missionary workers taking a leading part, and the assistance contemplated by the Centenary movement of the Methodist Church is planned greatly to extend the work already begun in this direction since a large quota of the $120,000,000 being raised by the joint Centenary Committee is alloted to the educational, medical and religious requirements of China.

That literature is popular and generally distributed in Japan may be inferred from the bookdealers scene displaying descriptive posters and attrac-

Methodist Mission Press, Shanghai—Chinese Setting Type



A Chinese at work at Linotype in the Methodist Publishing House, Singapore

tive exhibits of books and magazines in a little shop in the "Motomachi," one of the busiest streets of Kobe.

Japan—Scene in the "Moto-Machi," one of the Busiest Streets in Kobe

CHAIRMAN HOSMER OF THE N. E. A. FIGHTING FOR RIGHTS OF SMALLER NEWSPAPERS

Chairman George E. Hosmer of the Legislative Committee of the National Editorial Association is continuing his work of securing consideration for the smaller newspapers of the country and has recently had encouragement as the result of his work in Washington, details of which will be announced later.

Upon the best of authority, Mr. Hosmer reports that the production of print paper for January and February shows an increase over a year ago and that undoubtedly a lowered price will come within a month or so, although the reduction will not be especially large until material such as wood pulp, etc., on hand at the mills is used up.

In a letter to the editor of this magazine, Mr. Hosmer says:

"The National Editorial Association is making greater plans than ever before for making a fight for the interests of the smaller newspapers of the country and with the proper backing from state and district organizations and individual newspaper men, there is no reason why the organization cannot be one of the most influential of any of the trade organizations."

Mr. Hosmer has information to the effect that a preliminary conference held on February 11th resulted in a decision to re-open the news-print proceeding and a reinvestigation of the costs of manufacture at an early date. The delay in procedure was caused by the illness of the chairman of the Commission, Mr. William B. Colver.

At the preliminary conference, the counsel for the publishers, Mr. Guthrie B. Plante, argued for a reopening of the newsprint proceedings and a reinvestigation of the costs of manufacture back to April first, on the ground that the evidence subsequently developed into the Canadian proceeding showed the costs had declined abnormally during the summer months and also on the ground that the Commission had not arrived at the new prices in a supplementary proceeding in the manner prescribed by the circuit court judges in reviewing the original award of the Commission.

The Counsel for the manufacturers, Mr. Henry A. Wise, argued that the Commission had no power to re-open the case back of August first, for being simply a Board of Arbitration, after it had rendered its supplementary award, its functions cease until a re-opening was requested by either party for the later period. He also gave notice that he would file an application for extending the new proceeding to cover not only the month of August but the remaining months of 1918 if the commission decided to re-open the case. When the proceeding is opened, it will probably be largely in the nature of a cost investigation covering the period to be designated by the Commission. After the cost figures are worked up, further hearings will be held to put them into the record. The cost investigation will probably take two or three months.

Statistics collected by the Commission show the following production figures of newsprint paper for U. S. Mills: 1,260,285 tons in 1918 as compared with 1,359,012 tons in 1917, and 738,000 tons as compared with 688,000 tons in 1917 for the Canadian Mills. The total production on the North American Continent was therefore about 2,000,000 tons, which was about 50,000 tons less than total production for the preceding year. Total imports of newsprint paper during 1918 amount to 596,082 tons as compared with 96,652 tons exported during 1918. The total consumption of newsprint paper was about 1,750,000 tons in 1918. During the year stocks in the hands of publishers probably increased 25,000 tons while stocks in the hands of the mills declined from 31,713 tons to 19,408 tons.

The production for the month of January, 1919, was greatly in excess of the production for January, 1918, and the production for the year 1919 bids fair to be considerably in excess of that for the preceding year. Several new machines will probably be put into operation before the end of the year.

There appears to be no good reason why the newsprint prices should not follow the downward trend of commodity prices in general, although no sharp decline in prices can be expected for the cost of manufacture will remain high and the export market will furnish an outlet for most of the surplus stocks.

Market prices for newsprint seem to range from $3.75 to $4.00 for rolls in car lots. After April 1st, prices should ease off somewhat unless there is a heavy increase in consumption on account of advertising.

WHAT THE "LIVE WIRES" IN THE PRINTING AND PUBLISHING BUSINESS SAY

ADVERTISING MUST BE ADAPTED TO CHANGED CONDITIONS

BY L. B. JONES, PRESIDENT EASTMAN KODAK COMPANY, AND MEMBER OF GOVERNMENT DIVISION OF ADVERTISING

WERE it not for the armistice, it would be my inclination at this time to report to you upon the activities of the Division of Advertising, in order, in my capacity as an officer of this organization, and *not* as a director of the Division of Advertising, to still further enlist your hearts and pocketbooks in the work of winning the war. But the Division of Advertising is no more. It has, within the year, supplied the copy and administered the use of donated space valued at about $2,000,000 for Governmental purposes. The members of the Board have been cut off from their salaries of a dollar a month, and are once more beginning to give their time and thought to promoting their individual businesses.

They do not, nor do any of us, find the problems to be the same that they were. Just as the war has made new problems in statecraft, so, too, it has brought new problems in business. Men of wide vision, of sane progressivism, must lead the nation. Similarly our business activities must be, to a certain extent, along new lines, and, similarly, we who are advertising men must be awake to changing conditions in the marketing of our goods. If we are to be of value to our concerns, we must, both broadly and in detail, study its sales as well as its advertising problems, for that these two problems are absolutely linked to each other cannot be gainsaid.

But there is another duty, both to ourselves and our concerns and to our citizenship, that we must perform. We must act as interpreters of capital to labor, and labor to capital.

It has long been a pet theory of mine that first of all the successful advertising man must be a regular human-being. He must know and like people, all kinds of people, must be broad in his sympathies and understandings. Above all, he must be able to get the other fellow's viewpoint. Consciously or unconsciously, you, as successful advertising men, have learned to put yourselves in the other fellow's shoes. In presenting a proposition to the jobber or retailer, you do not say to yourself, "What will the president of our company think of this presentment?"—but rather you ponder on how it is going to look to the people who handle your goods.

When you plan a campaign that is to reach the ultimate consumer, you do not write it and illustrate it to meet the whims of your board of directors, but to reach the hearts and minds and pockets of the whole people.

In my opinion, and I am firmly of the belief that I am right, there is no class of men so closely in touch with the problems of the manufacturer and, *at the same time,* so cognizant of the working of the minds of the masses and how to approach those minds, as the advertising men. Some of them, before they fell into their present sinecures, were actually workingmen themselves.

Our editorial writers, graduates from our universities or from the reportorial ranks, are, as a rule, men of broad sympathies. Many of them have known much of hardship, and most of them are honestly interested in the uplift of labor. But the trouble is that these people are inclined to see only one side of the problem—the workingman's side. They have had neither business nor manfacturing experience, and are, therefore, unlike you, in a position to see both sides clearly.

Our "after-the-war" problem is one of new relations between labor and capital, as well as one of new marketing conditions, and seems to me that here is a tremendous opportunity for the advertising man to make himself useful in helping to establish the most cordial relations between employer and employe, between the main office and the factory.

It should fall upon him, unless there is a specially qualified man for the job, to conduct an internal house organ, and so conduct it that he will sell the management to the employes just as he sells goods to the public and as we all believe in honest advertising, there must be good and fair and honest management to sell to these employes just as there must be honest goods to sell to the public.

ADVERTISING IN SERVICE OF GOVERNMENT HONORABLY DISCHARGES GREAT TASK.—By James Schermerhorn, Editor Detroit, Mich., News.

Always it will be advertising's glory that it volunteered early and served for the full period of the war. Once it might not have passed a physical examination. There was a time when it had some traits of a slacker, but the Associated Advertising Clubs of the World got a great deal of the taint out of its blood, and renovated its cantonments and training stations.

Publicity was prepared. There was more printers' ink than ordnance available; the winged word was the real Liberty motor in the matter of produc-

tion. Advertising was the alert and the clarion, sounding warnings and saving. It trumpeted the assembly cities, and the advance, and rallied the reserves.

It was the wig-wag from the hilltop, the white arc of the star shell, the flash of the heliograph, the only invader who got to Berlin through the President's classified copy under the heading, "Wanted—some one to speak for the German people."

No one is better qualified, therefore, to summarize the American motives in this great adventure. Let advertising, conserving the essential and scorning the contemptible and hurtful, continue to be democracy's stanch ally through all the golden years that we trust lie ahead.

VOCATIONAL EDUCATION.—By Joseph A. Donnelly, President International Association Teachers of Printing, New York City.

Perhaps at no time in the history of our country has the need for industrial education been felt so keenly as today. The relation between this association and the vocational problem of the Nation is fast attaining an importance heretofore unknown.

At no time since that anxious period which led up to the adoption of the Smith-Hughes Bill, has it been so necessary for teachers of printing to organize and to coöperate as it is at present.

To exchange thoughts is the root of civilization.

Our association fosters the exchange of plans and experiences among teachers, as distinguished from the stupid antiquated policy of each man hugging to his breast his two or three trade or pedagogical secrets.

The desire to coöperate must come from the teachers themselves. We can initiate an organization and do much to arouse enthusiasm. In the long run, however, the work of conducting the organization must fall on the shoulders of the general membership.

The success of our association is found in this very fact.

There is a desire, and a common realization throughout the country of the necessity of and desirability for interchanging of ideas.

I am positive that the entire organization feels its unity and each member his individual responsibility, and thoroughly realizes the importance of the work.

Since we were organized, a strong spirit of cooperation has been manifested throughout our association. When one teacher sees something that strikes him as wrong or questionable, he does not hesitate to question it.

The general excellence of the work of the teachers is surely a response to a general influence and that influence I believe is found in the spirit as crystallized in the International Association of Teachers of Printing.

Whether life shall be a success or a failure depends very largely upon the call we make on our resources, the extent to which we develop all our possibilities.

We do not know what we can do until we try, and unused faculties never grow or strengthen.

I shall omit detailed comment on the work of the various permanent committees. Their work is no small task, involving the writing of numerous letters on subjects assigned to their respective committees, and many personal interviews. I am proud, and justly so of such efforts of the chairmen and members of the various committees. They have notably attested their devotion to the association and its objects, by the painstaking and thorough manner in which they have discharged their duties.

There are many men just starting as teachers of printing who will appreciate a helping hand. We all were novice-teachers once and, even now, the older, as well as the younger ones, need the assistance of this organization.

Our association should necessarily be the exponent of coöperation. Besides the high regard with which we should view each other, there is, on account of the similarity of our ideals and purposes, a common ground on which we all should meet.

This work cannot be arbitrarily imposed by me. It must spring from the desire of the members themselves. The success of coöperation is based on this very fact.

The eyes of the educators are focussed on our Association. I would suggest the discouragement of production on a commercial scale in our public school printing plants as far as possible.

Our present concern is to increase the number of school plants, and to increase the efficiency of the printer as a teacher.

It is always interesting to know the opinion of leading educators on the question of the school print shop.

I think we can claim, without fear of contradiction, that as our association grows in years it shows no signs of sterility, but that, on the contrary, it continues to be of greater service to its members.

The annual convention of the association further convinced the instructor of printing that the well equipped teacher must be familiar with what the instructors of printing in Maine or California are doing and must keep abreast of the times in matters relative to his craft. You will agree with me that the axiom, "Help One Another" applies to the teacher of printing as well as to the teacher of any other subject.

The delegates will agree with me when I say that the teacher is an underpaid expert and that the time must come when the teacher of the "Art Preservative of All Arts" will come into his own. This is a day of specialization, but the printing teacher must

have at least a general knowledge of all subjects allied with his craft.

The growth of our membership (eleven hundred) throughout the United States, Canada and England, reveals the rapid growth of printing instruction in educational institutions. We are now leading our efforts toward the teaching of printing in parochial schools and institutions. Will you help "boost" these matters and thereby advance our interests?

Will you kindly send me a list of institutions where printing is taught or where you think a little missionary work would insure the installation of a school printing shop?

Will you send me copies of reports of manual training, prevocational, vocational, industrial and part time classes, issued by educational boards or survey committees, or let me know of any matter that will be helpful to the teachers of printing?

I consider it a duty to coöperate with the association that is everlastingly working for the betterment of printing teachers.

Our association is a clearing house for all matters appertaining to teaching of printing so that the contribution of one's ideas and experiences secures for his use the contributions of all other members.

THE NATION-WIDE TREND TO INDUSTRIAL EDUCATION

The passage of the Smith-Hughes Bill has made the nation stand agog. It has been acclaimed as the greatest victory ever achieved. To see vocational education come into its own overnight may well kindle our enthusiasm.

This conjunction of circumstances has accelerated the nation-wide movement to industrial education in an unprecedented way. It has gained a startling and apparently irresistible headway.

Vocational Education has made its indelible impression upon the Nation. It is the ideal form of education. There can be no retrogression to the old educational ideas unless the educators are unfaithful to the trust which the Smith-Hughes Bill imposes on them.

BEWARE OF HYSTERIA.—By Melville E. Stone, General Manager Associated Press, New York, N. Y.

England and France are both calm, both suffered, but determined to the last, they are patient and silent.

The unbroken square of Welington at Waterloo is not comparable with the unbroken spirit of England today.

Americans are not entirely free from blame or responsibility. Their worshipping mammon had some bearing on the causes that led to the great world war. We have "found ourselves" through the blessings of sacrifice and suffering.

The Germans saw us enjoying our luxuries and a burning envy took possession of them. Combine this with the military disposition of the Emperor, and one of the greatest causes will be found for the war which resulted in sending an army of savages on a rampage that put to shame even the South Sea Islanders.

What shall we do in the way of justice? There is no desire to murder the innocent women and children of Germany, of whom there are millions who were as great victims of this terrible conflict as we were.

SUPER-SALESMANSHIP NOW NEEDED.—By Gilbert H. Montague, New York.

Organizing for after-the-war super-salesmanship is a task that calls for strong men. Will they be developed out of the selling organization and the departments immediately tributary thereto? Most sales managers probably would have it so. Logically, indeed, it ought to be so.

Often, however, it has happened in the past, and often, undoubtedly, it will happen in the future, that the men who are promoted to be heads of great enterprises have come up through the various production departments. Ability to square one's proposition with the economic order and human society is the very taproot of super-salesmanship, and is often just missed by the very men whose daily work lies closest to these very relations.

The heads of many of our greatest enterprises, indeed, have risen from the selling and advertising departments. They have, however, been men who have mastered the alluring and absorbing technique of these departments, without permitting this technique to master them.

They have been men who have regarded selling and advertising, not as a "game," but as an inestimable point of advantage from which they have viewed some big business enterprise as a whole, and with this vision before them have studied, and eventually mastered, the essentials of super-salesmanship as applied to that enterprise.

THE IDEAL AD MAN.—By S. Wilbur Corman, New York City.

The point I am trying to make, is that the ideal advertising manager should be a business man capable of getting the respect of the business men who employ him; that he should be an executive capable of getting things done, largely by other people; that he should select his agent-advisor on the basis of peculiar fitness for his particular requirements; that having established a clearly defined and purposeful relationship with the right agent, then the question of how he should function in his relations with him is no more complicated than how he should function in his relations with his chauffeur or his banker or his doctor.

I believe that advertising is going to be a vital attribute of the new democracy that we are going to see in this country as well as in other countries.

Mass opinion on all subjects from prohibition and woman suffrage down to current fashions in baby carriages will be cultivated as it has never been cultivated before through the printed word.

There is no more attractive calling open to any man than the management in a great business of the department that speaks for that business of its product and tells why people should by it. The job is as big as business—as big as our country—as big as life.

Wanted: Men as big as the job.

A big man can always find his advisors and helpers—that is what makes him big. Having found them, he does not need you and me to tell him how he should function in his relations with them.

"THE WAR AND THE NEWSPAPERS"

By Louis Wiley, Business Manager New York Times

After the breaking out of the world war in 1914, a fund, aggregating about $35,000,000, was supplied by German agents and sympathizers for the promotion of German espionage and the spread of German propaganda in the United States.

Out of the $35,000,000, the chief of the United States Secret Service has testified, in the investigation conducted by the United States Senate, two million dollars was expended in an effort to bribe, influence, or buy the support of the American press. How great a failure resulted, all the world knows. So far as American newspapers are concerned, such an effort, involving the loyalty of the American press, at any time, will utterly fail.

German efficiency, so highly praised for years, failed to take into account the heart and spirit of American newspaper men, their love of fairness and justice, their devotion to all that our country stands for, their hatred of dishonor. It based its belief in success on the power of money; on greed, selfishness, and sordidness. Not a single American newspaper of importance was corrupted. Not one editor of standing was defiled or seduced.

Americans hold up their heads with pride because of the complete evidence of the probity and honesty of the American newspapers and their loyalty to high standards, before the United States entered the war, and their absolute fealty to their nation after Germany became our open enemy. The great power which tried to dominate the world failed as utterly in its effort to influence the American press as it did in its larger ambition.

Party Lines Wiped Out

In every step in the development of events that culminated in war, the newspapers, almost without exception, supported the President. When war was declared the lines of political parties were practically obliterated and the press of the nation stood behind the Administration in all the activities preparatory to actual hostilities.

In the work of calling on the citizenship of the country to stand behind the Government, the marshaling of all the strength of the nation for the war effort, the newspapers performed a service impossible through any other agency in so short a period. The dailies and weeklies carried the spirit of loyalty and the determination to support the Government into every remote village and isolated farm.

Some day a historian with insight and vision will comprehend and describe the influence of American newspapers in a war which destroyed three emipres. Much of the strength of the United States has been due to the fact that behind its power and influence stood the highest principles of liberty and freedom for mankind. It was liberty of speech enjoyed by the newspapers of the United States which spread far beyond the confines of our own boundaries—the American principles of government by the people. Long before the war, of course, this principle had permeated the humblest peasants in all the nations of Europe.

Some of the greatest educators in public addresses have discussed the changes which must come in education as a result of the changed attitude of men and women brought about by the war. The place of the newspaper in educational systems of the future will be more important than ever before.

Journalism is the most potent educational force in the world. The greatest responsibility rests upon the owner or editor of a newspaper. Those who are true to the higher ideals which they have the opportunity of inculcating through their newspapers will materially aid in blessing the world with liberty and happiness and peace.

TOOTH AND CLAW

By James M. Lynch

[Former President International Typographical Union; New York State Industrial Commissioner.]

A new alignment of the people is coming that will sweep away existing political parties unless they face and solve readjustment problems. That is the warning sounded the other day to Democratic and Republican chieftains by two United States Senators.

They cautioned against "ostrich tactics" as a means of disposing of present menaces. They urged honest, fearless, straightforward and immediate action by the Government and political leaders to cope with reconstruction problems affecting the great mass of the American people.

They also sounded the warning to "standpatters" in both parties that "a terrific jolt is coming to them from the American people" unless present conditions are remedied.

"The principle of the law of coöperation in the industrial world should be substituted for the old law of tooth and claw," declared one of these Senators. Cooperation may mean a number of things: coöperation in the making of trade agreements, in the enactment of protective laws, in improving workmen's compensation legislation, and in uniting in the movement for social health insurance.

"Tooth and claw" may furnish plenty of excitement and opportunity for crimination and recrimination in the public press, but eventually the wounds must be healed, and at some cost.

The world is busy at the task of composing its differences. It has had enough of "tooth and claw" between nations.

There will be a league of nations; there should be a league of industry.

But in the formation of both leagues there must be vision and justice.

By all means, put an end to "tooth and claw."

A SURE WAY TO INCREASE AND HOLD LOCAL ADVERTISING

The country publisher is the local advertising authority. If he isn't, he should be. He knows what the people in his community will read and what their needs are.

While no one can say definitely what this or that advertisement will produce in the way of results, the publisher is, perhaps, the best judge of what is likely to be most effective when it comes to local advertising.

He should give the merchants in his town the benefit of his knowledge and experience along these lines. He may not be able to tell them just how to write the best advertisements for their businesses, but he can call their attention to the things that in his judgment they ought not to do. He should read carefully every advertisement that is turned over to him with the idea of making sure that it is laid out and written in the most effective way possible.

He should make it his business to see that every advertisement in his columns is constructive and not destructive. The story that it tells should be a positive one rather than a negative one, and above all, it should be written in the language of the community. That does not mean that it should be grammatically incorrect, but it does mean that it should be sincere and written in a way that it will be really understood and appreciated. Each advertisement should reflect the character and personality of the business it represents.

Whatever the country publisher may do to improve the local advertising in his columns comes back to him many fold in increased advertising patronage. The merchant whose advertising gets results soon becomes more firmly convinced on the idea of local advertising and himself tries to find ways in which he can increase his space in the local newspapers rather than decrease it. And the publisher who can point to the definite successes of other local advertisers in his columns has little trouble in getting new advertisers lined up.

Most country publishers know this but only a few of them are actively working along those lines. Yet when you talk to those who do, they tell you that the constructive local advertising service they give their merchants is the real reason for the good local advertising patronage they are enjoying.—Successful Farming.

LOCAL NEWSPAPER PUBLISHER MUST DEMONSTRATE VALUE OF ADVERTISING

The other day a publisher told us "the merchants in this town are dead as far as local advertising goes. They need some new blood to set the pace. They used to be all right but somehow they have gotten into their heads that they are so well known they don't need to advertise."

It is true that it would undoubtedly help all of the merchants in his town to appreciate the value of local advertising if some live wire would start up in business there and begin cutting in on their trade. But this particular town has a good supply of local stores and the kind of "new blood" that will do the most good can be supplied by the country publisher himself, through a sort of "transfusion" method.

The country publisher should make it his business to show the merchants in his town the advantage of the right kind of local advertising. He should show them how to make their advertising pay and prove to them from time to time that the advertising they are doing does pay.

In order to bring out the advantage of local advertising, he can call their attention to the fact that there are some 20,000 people living within the trading radius of this town. Investigation will show that the changes of location among those farmers amounts to a considerable number per year. A good share of this number move out of the community and new families move in to take their places. A little mental figuring soon shows that it doesn't take long to bring in quite a considerable number of new families who don't know "who's who" among the merchants. The publisher can then go even further and show the merchant how little it costs to keep those new families properly informed continuously through local newspaper advertising.

Then, there are the changes in the goods the merchant handles. He can't expect to tell every customer personally that he has taken on a certain well-known line of hosiery. Through his local newspaper advertising he can talk to the whole community, do it quickly and in a way that will bring him back returns for the money he invests. And if that line of hosiery is advertised in Successful Farming, he has a double opportunity because the good-will that the general advertising creates for the goods finds its way more quickly to his store.

The publisher should make it his business to see that the merchant backs up the advertising he does do with the right kind of sales efforts and then from time to time should go over with the merchant, the results from this local advertising. He should call the merchant's attention to increased or stimulated trade on the lines the merchant is advertising and make the merchant admit, tactfully, of course, that the advertising plays a big part in getting this increase.

There are many ways in which the publisher can inject the necessary "new blood." It is up to him to study local advertising, his merchants and the business opportunities there are in his community.—Building Trade with Farmers.

ENTHUSIASM IN AD WRITING

Country publishers who are in the habit of writing advertisements for their merchants will find inspiration in the remarks of W. R. Hotchkin, former advertising manager for John Wanamaker, in a talk to dealers. He gives enthusiasm a high place in the production of advertising copy. In part he said:

"During the past few years I have been asked to criticise the advertising of many retail stores throughout the United States. Some of it had many and serious shortcomings; but the best of it usually showed much of the common weakness, chiefly caused by a lack of real Writing Ability. Usually the technical facts about the merchandise are intelligently stated, and, while much of the typography was frightfully bad, some of it has been exeptionally good, but almost all of the advertisements, from the east as well as the west, were written in a perfunctory and conventional manner. Only in the rarest instances did I find advertising that contained the most vital element of strength and forcefulness in securing sales results—enthusiasm.

"People who might be looking for information about the particular goods listed in the advertising, might find what they wanted to know, but if no such anxiety existed before the advertising was seen, there would be slight hope of having desire aroused by such cold statements of dry facts.

"One of the chief functions of Advertising is to make the reader eager to see and possess the goods advertised.

"Certainly there can be little hope of making your advertising bring customers to your store to buy goods, unless you develop in your readers some enthusiasm to see the goods advertised.

"One fundamental psychological fact must be recognized and fully understood, before efficiently resultful advertising can be created: It is impossible to inspire

an enthusiasm in the reader which did not previously exist in the mind of the writer of the advertising.

"'A stream cannot rise higher than its source'—neither can enthusisam in the printed word rise higher than the enthusiasm of the writer."

ADVERTISING IS A COMMODITY

Country newspapers were counseled not to sell their space too cheaply by W. W. Gail, of the Billings Advertising Company, of Billings, Mont., in an address to publishers.

"Self-respect," he said, "commands the respect of others. You have a right to ask for advertising patronage from your local business men as a matter of community coöperation. But you cannot afford to appear in the role of a mendicant.

"You are not that. You have a commodity to sell, a commodity with merit, a commodity which your merchant needs, a commodity which has a definite, concrete value. And you must treat it as such.

"You are in business to make a living just as the merchant is. And you must figure the value of what you have to sell just as he figures the price of what he has to sell. It must represent cost of production or purchase, plus a fair margin of profit.

"Too many publishers take advertising for what they can get. They do business like the itinerant vender who, when he thinks he can't get what he asks, asks what he thinks he can get.

"That is wrong in principle, and, being wrong in principle, it is wrong in practice. How long would your business man stay out of bankruptcy if he sold his goods on that plan? Not very long.

"I believe that a new era in country newspaper business and prosperity will come when the small publisher adopts the one price system, based on principles that are fundamental to all successful modern business. You are urging the farmer to standardize his products. You are demanding that the manufactured goods you buy shall represent standardized quality. You expect the merchant to have standard prices.

"Why, then, should you not standardize your rates? And by that I mean work out a schedule of rates based on office costs and classified in systematic manner, issue a rate card just as the larger publisher does and sell your advertising at those rates without any ifs and ands about it.

"If you are getting out a paper which deserves support it is not necessary for you to turn the advertising end of your business into a continuous fire sale. Nor does any merchant whose patronage is worth having expect you to do so."

THE HIGH COST OF PRINTING

Notwithstanding the constantly increasing cost of every item entering into the printed product, reports of ridiculously low bids on the part of local printers are all too frequent. Aside from the enormous increase in the cost of the two most important items of printers' raw material, paper and ink, every other item entering into the cost of printing has considerably increased during the last few years, not least among them the item of wages. Yet in view of all this increase in the cost of everything, quotations are frequently met at relatively the same or even a lower figure than was justifiable prior to the time costs commenced to climb.

Recovery from the consumer of the entire cost of manufacture of the article made for him, plus a legitimate profit, is a prerequisite of sound business. The burden of increasing costs not only must be shared by the consumer, but borne by him entirely. This is the practice of manufacturers in every other line, as printers have ample occasion to experience, but unfortunately this experience does not seem to serve the average printer as a lesson.

Time, the essence of all things, is the principal commodity the printer has to sell. It is the most limited commodity extant—a few hours out of every twenty-four. Therefore, the cost of the time entering into a certain product must fix its selling value and most certainly it should fix the selling value of the product of the press, whether the printer realizes this fact or not. If he fails to consider this law of cost every day, and with respect to every order he produces, his constant violation must necessarily result in disaster sooner or later.

Few are the printers who constantly and accurately determine the time-cost of every operation entering into their product. The great majority base their prices upon the hour-costs found by those few, with the regrettable result that they are more less discounted.—Print Shop Talk.

A FRIEND, THE LOCAL NEWSPAPER

That the local newspaper is indeed a friend is true in word and in deed. The point is brought out very clearly in the following from the Western Retail Lumberman. The article is addressed to lumber merchants, but its sage advice is equally and forcibly applicable to merchants of other lines. Use its arguments with the dealers or tradesmen in your town who do not advertise—and almost any town has some of this class. If such dealers are selling trade-marked goods, advertising of which is represented in Building Trade with Farmers, explain to the dealer that you can get electrotypes for him, free of charge, for insertion in your paper over his name. That will make it easy for him to commence advertising:

"How would you like to go into the home of every wage-earner in your community, Mr. Lumber Merchant, and talk directly with him in his most private moments about *your* business, *your* stocks, *your* service, *your* prices, *your* special proposition to *him*.

"Fine! Well, go and do it—through your friend, the local newspaper!

"You are prone to think altogether too lightly of the opportunity which the columns of your local paper—always open to you at a reasonable rate per inch—extends to you .

"The average lumber merchant looks upon the advertising space in his paper as a costly commodity which he has to worry in his head about filling with attractive looking type. Not so. A case of bad perspective.

"The average dealer who entertains this opinion, can sit down man to man with one of his prospective building customers, and make a splendid presentation of his case to this man.

"Make the same presentation in the columns of your paper. Don't worry about type. Tell your story, as though you were giving it to Mr. Consumer's private car. You know what your equipment and your service is. *You* have a building proposition that would be interesting to many men and women in your community. Put it into type, and give your unconscious, passive pros-

pects, something to think about in the building line.

"Your local newspaper is one of your best friends, one of your strongest assets. Treat him as such.

"Use him!"

—(Building Trade with Farmers.)

THE BEST ADVERTISEMENT IN THE WORLD

Robert E. Rinehart, vice-president of the Wm. H. Rankin Advertising Company, says:

It is the tick of the clock.

It says only one, short word, but it says that word over and over.

Here the tick is loud there low.

But always millions on millions of clocks are saying it. It never stops.

It speaks in time of joy; in time of grief; in time of idleness, or struggle and stress; in time of peace, or in time of WAR.

It never stops.

Always it is telling the old, old story of the clock, "Time Flies."

Always it is is repeating the stern lesson of life, "The World Forgets."

It never stops.

And it has made the clock the best known thing in all the world.

Such is the power of reiteration.

Such is the power of persistence.

Such is the power of constancy.

Call the advertising roll of honor, the world-famous advertising, alive to answer.

None ever stopped. All have told their story over and over, and still are telling it.

Advertising stopped is advertising dead.

Advertising brought back from the grave must foot again the long, old road from the very beginning.

NOW is the time to advertise—the only time.

Advertise tomorrow when tomorrow is NOW.

Listen to THE TICK of the clock, as it tells you: "Time flies. The world forgets."

NOW is the time to advertise.

PRINTER-PUBLISHER MUST BE GOOD MANAGER

Mr. E. R. Evans, publisher of the Durant, Oklahoma, News, told the members of the Oklahoma Press Association at the January convention how he runs his newspaper with profit. His subject was "Publishing a Newspaper with Profit," and he convinced his hearers that the printer-publisher must become a good business manager to attain substantial success. Part of Mr. Evans' address is as follows:

Newspapers have developed through the decades in the proportion that society has seen a need for the service rendered it by journalism. A hundred men may name as many purposes for which their publication lives, and works and grows but in the final analysis, the object of the newspaper is identically the same as that of all other business—to earn money for its owner or owners—other things, as in the case of other business—are but means to an ultimate end.

In modern times, the business of advertising has grown to such proportions that in it are probably engaged more people, expending more human effort than in any other single occupation. Advertisers' demands for circulation and the placing of subscription price within easy reach of everybody, have resulted in the reading of at least one newspaper in almost every home, and also in the development of advertising until it is the largest part of the revenue of all newspapers.

Drawing the lines closer to consider the so-called "country newspaper" to include the weekly and small city daily papers, it has not been many years since all, or nearly all of the publishers were referred to as "the poor editor," a title which a majority justly earned through their constant financial embarrassment, due to poor business management or no management at all. In this class of journalism, until not long ago the percentage of failures was greater than in any other class of business, due almost entirely to ignorance of the cost of operation on the part of the publishers. This condition however has been rapidly ameliorated of late years until in a majority of the communities the editor is a real power, holding the public's respect, and serving his community well, with profit to himself.

When the speaker embarked in the newspaper business eleven years ago, he acquired a weekly newspaper, with a small subscription list and most of them in arrears, a smaller advertising patronage, a plant where disorder reigned supreme, and little good will. He found some advertisers who paid for a standing ad merely to "help the paper," and the degree of patronage of these interests depended entirely upon their good or bad humor toward the editor. The rates for advertising, let us also say, depended entirely upon how much pressure the advertiser had exerted for a lower rate, and almost every advertiser took a different rate. Through necessity we followed for a time the beaten path and continued in the rut.

Financial ends were met with difficulty. We were not growing, which meant that we were slipping and must fail. After months of study, and consultation with more successful publishers, ten commandments for office use were promulgated and set down, never to be broken, come what may. These ten principles, to govern our business and editorial policy, I give in substance as follows:

1. Know the cost of your space and get a rate that earns a profit. Fix the rate, then stick to it.

2. Refuse the copy of the fellow who buys a space just to "help the paper." Charity won't earn a profit. Make your space worth the rate and make the advertiser see its worth.

3. Space is your stock in trade. Do not swap it for anything but money, and get the cash.

4. Do not give away a half column reader to get a quarter-page advertisement. Your own advertisers would not give you some goods to encourage you to buy more.

5. Do not use a dollar premium to get a dollar subscription. If people do not want the paper they won't read it and if they do not read it they are poor circulation. The highest class circulation is that made up of people who buy the paper because they want it. Get the cash in advance.

6. Be fair to the public. Do not let the heavy advertisers prejudice news and editorial matter. They'll respect you less and use you all the more.

7. Do not read public opinion and try to lean to it. Start something to build up the community and help the public. Opinion is as easily moulded as followed.

8. Do not print news, editorials or advertisements that are not fit for your wife, mother or children to read.

9. Commend good work and censure the bad, where you find it. It will prove your courage and make you friends.

10. Do not try to please everybody. If you do you'll please nobody.

In so much as the ultimate aim was to put the paper on a solid footing financially and to earn money for the owner, our energies were directed to the matter of finding the cost of producing our goods, and it was here that we have had our hardest fight. The other nine of our ten commandments have been easily kept.

UNIQUE PLAN TO EXTOL VALUE OF TRADE PAPERS

Mr. G. D. Crane, Jr., editor and publisher of "Class," a trade paper for class, trade and technical advertising, has chosen an unique plan for bringing to the attention of business men the value of trade journals. Mr. Crane is offering $250 in prizes which will be awarded for the best articles dealing with successful advertising campaigns carried on in connection with business papers. The following are the suggestions and rules for contestants:

1. There is no limit as to the length of mss. submitted, but it is suggested that articles be from 1,000 to 2,000 words in length.

2. Stories must deal with actual campaigns and results, and be expositions of fact rather than theory or argument.

3. The value of the facts recorded will be of more importance in placing the contestant than the literary merit of the article.

4. All mss. submitted shall become the property of CLASS.

5. Prize-winning articles and other meritorious mss. submitted in the contest will be published in CLASS.

6. Business paper-advertising authorities will be the judges; the publisher of CLASS will not influence the selection of prize-winners.

7. The field or fields covered by the campaign are left to the contestant.

8. Name of contestant should be written on a separate sheet enclosed with mss., which should carry no name.

SOUTH DAKOTA NEWSPAPER SURVEY SHOWS MANY INTERESTING FACTS

The agricultural journalism department of South Dakota State College, Brookings, S. D., recently sent a questionnaire to the weekly papers of the state, and 140 replies had been received when the following tabulations were made. Several blanks have been received since, but the figures contained would not change the deductions already reached.

The newspapers were grouped into several classes:

	Circulation	No. in Group
Class 1	to 500	50
Class 2	500 to 900	52
Class 3	900 to 1,300	27
Class 4	above 1,300	7

(Four papers did not give their circulation)

Home Print or "Patents"

Only 36 of the 140 papers are all home print, although a number of editors indicated their plan to change to home print in the near future. The recent increase in express rates doubtless will have its effect also.

	Home Print	Patents
Class 1	6	46
Class 2	8	45
Class 3	16	12
Class 4	6	1
	36	104

Subscriptions Going Up

The going price for subscription is now $2, more than half of the editors charging at that rate as the following table shows:

	$1	$1.25	$1.50	$2.00	$2.50	$3
Class 1	2	3	25	20	2	1
Class 2	..	2	22	28	..	..
Class 3	2	1	2	22	..	..
Class 4	—	..	..	6	1	..
Total	4	6	49	76	3	1

Many papers charging less than $2 will advance shortly. Before the close of the year, probably less than ten per cent of the papers will circulate at less than $2. In fact, many publishers are beginning to prepare their readers for an advance to $2.50.

Advertising Rates

The advertising rates seem to be on the upward trend like that of subscriptions. However, too many publishers still sell their space at the old rate of 10 to 12½ cents an inch, as the following shows:

Class 1.—Fourteen papers charge 10 cents. 4 at .12, 4 at 12½, 26 at .15, 1 at .18, 1 at 20, and 1 at .35. Average, .133.

Class 2.—Six at .10, 2 at .12, 6 at .12½, 29 at .15, 1 at .17½, 7 at .20. Average, .147.

Class 3.—One at .10, 1 at .12, 15 at .15, 2 at .16, 2 at .18, 4 at .20 and 2 at .23. Average, .163.

Class 4.—Three at .15, 4 at .20 and 1 at .25. Average, .186.

Total—Twenty-one at .10, 7 at .12, 10 at .12½, 73 at .15, 2 at .16, 1 at .17½, 3 at .18, 16 at .20, 2 at .23, 1 at .25 and 1 at .35.

Publishers as Foremen

Of the 140 publishers, 106 are their own foremen. Only 28 pay themselves foremen's wages. Thirty-four hire foremen. The wage scale for foremen in Class 1 shops ranges from $15 to $27.50, with an average of $21.87; in Class 2, from $20 to $25, with an average of $23.55; in Class 3, from $20 to $30, with an average of $24.77, and in Class 4, from $25 to $40, with an average of $31.66.

More Machine Casting

Nearly half the shops now use line casting machines, and many propose to do so in the future. Of the 139 editors reporting on this question, 61 use machines for composition as follows: Class 1, 13; Class 2, 20; Class 3, 21, and Class 4, 7.

Cost of Machine Composition

The average wage to machine operators is $19.25, distribute over a wide range from $12 to $25 a week. The estimated cost of composition ranges from 30 to 90 cents per M, with an average of 39 cents in Class 1, 50 cents in Class 2, and 43 cents in Class 3—Average 44 cents per M. Very few shops were able to estimate the cost per hour, but of those who did report, the cost ranged from $1.55 to $2.03, with an average of $1.77. The 1918 average national charge by members of the United Typothetae was $2.18 an hour.

Prices for Job Work

Probably the greatest variation in prices charged for work appear in the comparison of charges for printing, an ordinary farm sale bill 12 x 18 inches, being used as an example. For the first 100, the price ranges fror $2 to $7.50 to $15; for the second 100, 50 cents to $3. The aver-

age price charged is $6.35 for the first 100, and $1.44 for the second 100. The maximum charge frequently includes free run of copy in the paper. Apparently there is needed a morst strict adherence to a just and business-like cost accounting system.

Subscriptions in Advance

The best showing is in collecting subscriptions, 105 publishers requiring pay strictly in advance; 19 try to collect cash, while 10 admit that they take the money any time they can get it. Probably by another year, the unpaid subscriber will be as extinct as the dodo, to the advantage of everybody concerned.

NEW PRESIDENT OF GOSS PRINTING PRESS COMPANY

George Albert Eddy has been elected president of the Goss Printing Press Company, Chicago, to succeed Samuel G. Goss, who has retired from the business.

The many friends of Mr. Eddy will be pleased to know of his deserved advancement, coming, as it does, strictly as a reward for his many years of usefulness with the company.

George Albert Eddy is forty-four years old. He is a thorough mechanical engineer by education and practical experience and has long been the chief engineer of the Goss Printing Press Company. In addition to his other duties he will continue to give the design of the company's product his close supervision.

Mr. Eddy has been connected with the Goss firm continuously since 1891 and has served longer than any other members of this organization. He was selected secretary in 1909 and in 1913 was elected vice-president and sales manager. He has traveled extensively in the United States and England and is known internationally in the printing industry. Mr. Eddy is also vice-president of the R. M. Eddy Foundry Company of Chicago.

The retirement of Samuel G. Goss from active participation in the business, of which he was one of the founders and one of the principal officers for thirty-two years, will be with the good wishes of his many friends and customers. Mr. Goss retains his large financial interest in the company and his personal interest in its welfare.

Other changes in the Goss official family include the advancement of M. L. Redfield to the office of vice-president and sales manager, and of Harland Fankboner to the office of assistant treasurer. F. J. Halsey and Joseph J. Walser continue in their positions, respectively, of secretary and treasurer, and Ralph C. Seymour as manager of the company's Eastern office, in New York City.

PLANS TO INCREASE CLASSIFIED ADVERTISING IN COUNTRY PAPERS

At the convention of the Minnesota Editorial Association, February 21-22, one of the subjects under discussion was, "Ways to Increase Newspaper Revenue." In an extempore statement, Mr. L. A. Warming of St. Charles, Minn., outlined a plan for increasing the classified sections of local papers, without the expenditure of much effort and very little money.

Mr. Warming's idea is that the office of origin of a classified advertisement can often persuade the advertiser to invest a few dollars more and arrange to have his announcement appear simultaneously in several neighboring country papers. Mr. Warming has induced the publishers of about twenty papers to use a uniform style for their classified advertisement columns and promises to completely outline his plan in the National Printer-Journalist as soon as he has effected arrangements.

THE OLD OFFICE PASTE-POT

How dear to this heart is my once old-time "sanctum,"
When fond recollection presents it to view!
The contents, the dirt that faced, backed, topped and flanked 'em,
And every grease-spot that my 'prenticeship knew.
The lame swivel chair and the cuspidor nigh it,
The tools editorial scattered pellmell,
The big pile of copy, the shears that sprawled by it,
And e'en the rude paste-pot which served me so well.
The old office paste-pot, the litter-bound paste-pot,
The fly-covered paste-pot where bugs loved to dwell.

That fly-covered vessel I hail as a treasure,
For often, at night, when with "rush" my brain reeled,
I drew from its fumes the most exquisite pleasure,
The purest and sweetest that paste-pots can yield.
How often I used it, half full or o'erflowing!
And, smearing the table, the frazzled brush fell;!
Then, pink of persistence, blest largesse bestowing,
And reeking like sixty, it poured out its smell.
The old office paste-pot, the litter-bound paste-pot,
The fly-covered paste-pot that ran all to smell.

How fierce the effluvia (try to conceive it)
Arose to the tune of the brisk scissor-snips!
No cool stein of lager could tempt me to leave it,
Though summer-night steins were plain heaven to my lips.
And now, far removed from that bum situation,
A tear of regret will intrusively swell,
As fancy recalls my old copy-desk station
And sighs for the paste-pot which failed not in smell.
The old office paste-pot, the litter-bound paste-pot,
The fly-covered paste-pot which stunk worse than ailing eggs.

JAY TEE.

THE CHALLENGE MACHINERY COMPANY HONORS EMPLOYE OF MORE THAN A THIRD OF A CENTURY

At the Holiday Dinner of the Challenge Machinery Club, a club composed of more than thirty-five heads of departments of that Company, Henry Krantzmayr, who has been on the payroll for thirty-four years and who is head of a department, was presented with a beautiful chest of silver by the company.

Mr. B. S. Hanson, Assistant Manager of the Company, made the presentation address and paid a glowing tribute to the long and faithful service of Mr. Krantzmayr, outlining the many trying periods of Mr. Krantzmayr's employment, during which the Company has passed through two fires and moved several times to larger quarters.

While Mr. Krantzmayr is the oldest employe in point of service, we understand that many employes of the Company have been with them from ten to twenty-nine years.

CLEVER ADDITION TO THE LINOTYPE REMINDER CARD

The useful Linotype Reminder Card, with its list of Linotype supplies and corresponding slides that are shifted from white to red to indicate items wanted, has been fitted with a practical addition by a resourceful foreman in Portland, Oregon. To it is attached a large manila envelope, on which the following printed notice is pasted:

> "Operators, Attention! When liners, parts, etc., are needed, operator will please make note of same and drop in envelope, moving red indicator in 'R e m i n d e r' to show parts wanted."

The Reminder Card is furnished free on request by the Mergenthaler Linotype Company.

HOW ONE NEWSPAPER BUILT UP A WANT COLUMN PATRONAGE BY SALES LETTERS

BY WILLIAM DARWIN FELLOWS, ADVERTISING COUNSEL, DETROIT, MICH.

A MAN said that in his fair-sized town there were three daily papers. One of them had the people eating out of its hand when it came to want ads. The other papers didn't do so well. One of these two outside papers had as much circulation, too, as the paper which hogged the town business.

It, therefore, pondered and worried some. It wanted to know why it was that its competitor enjoyed the large share of the want column business of the burg.

It, as said, pondered and worried its dome. Finally it decided to use a series of sales-letters on the inhabitants. It figured out that it couldn't afford to lay out much money on the letters. One of the editors said, "But, you see, men, that whatever sales letters we do send out will likely do us good for a long spell. Will get us known better. Will put our sheet onto the minds of people so they will never forget us."

Mr. William Darwin Fellows

The sales letters were mailed out. There wasn't a great bunch of them. The man told me that the paper mailed only six letters at that time. It was prior to this war thing and the postage was 1 cent for drop letters. There were no names inserted in the letters and that didn't run the expense up much. If I recall it correctly, the man said these letters cost, all told, about three cents each.

That expense alone would be sufficient maybe to scare out the average paper. It meant eighteen cents on each prospect; the probability was he wouldn't spend more than that in a year's time with the paper.

But the newspaper looked at it through different eyes. It figured that the paper's fame as a want ad producer would get noised about town, from one man to another. Sam Smith might use a want ad this week; Jim Brown might use a liner next week; Jim Jones might want to use a liner next month. Sam would ask Jim and Jim would ask Jones, and so on. Then the paper's want columns would get boosted way out of ratio to the expense of the letters used. The paper would become better known that way.

Today, our informant went on, that paper enjoys the bulk of the towns patronage in want column advertising. It might have kept on printing the usual sillibubs in its columns till the crack of kingdom come and not have made the reputation it did with sales letters. Might have gone on and advised readers, "To use our want columns" till the muley cows same home and not have worked up as much good patronage.

The letters said something real. They made recipient think things. When he got ready for a want column ad he went off and put it into that newspaper. It was perfectly natural that he should do it, for the letters had told him tangible facts, as said. When his neighbor asked him what paper he ought to use, the man told him. In that way, the good news traveled from mouth to ear.

The sales letters the newspaper mailed did not deal in fancy say-nothings, at all. They didn't claim the whole earth. Told of concrete instances more. Said how Mr. So and So had gotten returns from his want column ad in the paper. The letters, as intimated, let reader think of real things in between the lines. James Russell Lowell once said, "The secret of writing lies in knowing what to leave in the inkpot." The idea being to let the reader think some, himself.

The man who related the instance to me was one of the recipients of these sales letters. He laid the whole bunch out before me. He had, you see, kept them all. He was an advertising man and quickly glimmed the good sense in the letters. They went something like unto this:

Dear Sir:

James Kelley, of our town, had a red cow that he wanted to sell. He wanted to sell it for a reasonable price—not for old junk.

His neighbor suggested that he run a want column ad in this newspaper. He did. Next day a man came along and bought the cow.

Jim Kelley told the man about the quick returns he got from our want columns and the man perked right off. "Wy," said he, "I've had a hay rake this long time to get rid of. I'll put it in that paper."

He did. He sold his rake two days after that.

If you, yourself, have anything at all you want to sell or exchange, get in touch with us at once. The probability is, we'll send you a buyer right away.

Anything at all, mind you. Our subscribers have wide wants all the time. It will cost you the insignificant sum of two cents per word per time.

Dear Sir:

Out of the ordinary things are some of the things our want columns specialize on. Some folks have held off advertising, because they thought nobody could sell it for them.

Here—a Mr. Perkins, in this town, had a set of old books he wanted the cash for. The books were not by a standard author, either. That made them hard to get rid of, he said.

Somebody told him about us. He inserted a want column ad. Next day he got a buyer for his old books. He has sold, since then, an ancient sewing machine, a lawn mower and some pictures. All by using our want columns.

We don't care a rap what it be, we can undoubtedly find you a buyer for it. We go to many, many people of many, many wants. It will cost you just two cents per word per time to try us out. Maybe, too, the first two cents per word you spend will do the trick.

What have you to sell? Got a decent price for it. Get a number of people wanting it and you can get your price for it better. If then you wish to sell it at a fair price, see us. Make it known to more folks, that's it. Yours very truly,

---

Dear Sir:

For years, a family in this town owned an old harpsichord. It wasn't doing the family any good. It had been handed down from father to son. It was gathering worms and dust in an attic.

The family thought of something, one day—our want column service. It inserted an ad. It figured, we suppose, that a newspaper visiting a large coterie of persons with all kinds of requirements might do it good. It figured right.

It sold its old harpsichord. Sold it, mind you, at a higher figure than was asked for it before that.

Another man had a lot of hogs he wanted to sell. We sold them for him in short order. A certain woman had an old dress she wished the money for. We sold it for her, too. We could, as a matter of truth, give you instance after instance of the kind.

The beauty of this want column service is, it won't cost you a young fortune to use it. Mayhap, one insertion will do the business for you.

Want some of it then? Yes? Yours very truly,

Dear Sir:

There's a young fellow in this man's town who used to have a bicycle. He didn't want it some more. He hasn't it some more now.

Why hasn't he it now?

Because he advertised it for sale in our want columns. He got several calls for it the first time, but didn't get his price. The second appearance of his want column ad did the trick and got him his figure.

If you care enough about it to want to know who that young fellow is, we will tell you his name and address. Will hand you other names, too, if you want them.

No, we won't give you the names of persons who didn't get good returns from their want ad column ads in our paper. There may be a few; we don't know who they are.

Whatever you have that you would prefer the cash for, let us run your want column ad. It will cost you the large sum of two cents the word the time. Our subscribers are all the time wanting things they haven't got. The chances are, what you have that you don't want will be something that somebody will want.

Let us get you a buyer for it.

Let us hear from you then. Yours very truly,

Dear Sir:

Settings-of-eggs aren't a usual thing. Only now and then you will find folks who want them.

We found such folks for Guy Smedley last week. Guy has his hands full now taking care of orders, and he swears by our want columns.

He wants to get off his hands some old hen-coops now, and says he is going to advertise them in our want columns, next week. We may, and likely will, send him plenty of buyers.

We can sell most anything for you that is saleable at all. In our large list of subscribers are men and women and children that want things. Tell then then that you have these things, or they may not hear it.

Two cents the word per insertion, is all. Cheaper than talk, even. And you will talk to a bigger audience, at that. Yours very truly,

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Dear Sir:

Man alive, here have I been telling you in six letters what our want columns will do for you, and you've never even so much as winked our way.

I know you must have something that you'd prefer the cash for. Everybody has. I have told you facts about people in this town who got quick returns and better prices for their stuffs that they advertised in our want columns. And yet you have said no I, yes, or no, back.

Doesn't it stand to reasonable reason that we ought to be able to do something good for you, with our large circulation among folks that want various things? You cannot see all these folks, personally, to make them an offer. If you could do that, it would cost you more than a want column ad in our paper.

For a little two cents the word the time, you can put your offering before thousands of people. You can get a better price for the thing, too. Doesn't that stand to reasonable reason, also?

Make a list of the things that are now kicking about your home, and advertise them for sale in our want columns. Get the good cash for them, or get an exchange. They are doing you no good where they are now. Yours very truly,

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

I WAS extremely gratified at the late meeting of representative country newspaper publishers of my own state at Madison, last February, for the purpose of organizing the Wisconsin Weekly League, a prototype of the Wisconsin Daily League, to hear such men as W. H. Bridgman of the Stanley Republican, F. A. R. Van Meter of the New Richmond News and Republican Voice, H. L. Hoard of the Jefferson County Union, John A. Kuypers of the De Pere Journal-News, H. E. Howe of the Prairie du Chien Courier, and others, openly advocate and endorse exactly what has been exploited for some time past through this department of the NATIONAL PRINTER-JOURNALIST, namely, that the specialization of the newspaper, its news-service circulation and advertising, is the duty of the modern weekly publisher, rather than devoting too much attention to job printing.

By their expressions at this convention these leaders in the calling in this state disclose that they foresee eactly what I have foreseen, namely, that for the American weekly—the American home newspaper—there is a distinct and important field—a promising and prosperous future, whereas, for the job-printing branch of the business there is no such brilliant prospect, because of the present-day tendency of business going to the big city plants whose greater facilities and greater volume of production and more economical ways and means of production make competition for the smaller country offices in the bigger and more profitable jobs impossible.

Right here it is perhaps not inappropriate to remark that this department of the NATIONAL PRINTER-JOURNALIST within the past seventeen years has pioneered in many of the most important steps that have marked the progress of modern American journalism, and, fortunately, never yet has this department pointed an erroneous course.

As some of the more essential innovations which this department has practically introduced among the home weeklies of this country might be mentioned the adless front page, the triangular makeup of advertising matter, service as the watchword in the editorial and news columns, and the counting of costs.

And now this department of the NATIONAL PRINTER-JOURNALIST urges all its readers (who have been termed a class in this school of journalism) to give more attention than ever to the perfection of their newspapers—to the service rendered through the news and editorial columns—to extension of circulation, and to the promulgation of commercial information called advertising.

Any publisher who has employed any sort of system of cost-accounting to his business has found out (and it may be to his surprise) that it is not the newspaper that robs the jobbing department of his office, but, on the contrary, if any robbery occurs, it is just the reverse. Hence, his respect for the newspaper has naturally risen a notch.

As a closing word, it is up to us home newspaper makers to arouse ourselves to a full sense of the importance of our position in our various fields. Let us begin to realize how eminently essential our product is to the community—and let us resolve to fulfill our responsible mission with better service—a better newspaper. And, above all, let us solemnly resolve to learn our costs of production, and as resolutely proceed to cultivate the courage to ask from those whom we serve and benefit a return of wealth commensurate with the service rendered. In future, then, the newspaperman may reasonably take his rightful place in society alongside of the banker, as Arthur Brisbane has suggested he should.

* * *

As novel a thing as I have ever seen in the way of a newspaper page advertisement is this specimen from the Transcript, for which I have to thank "Souvenir" William H. Taylor, of Hartford, Conn., founder of the Connecticut Editorial Association. Brother Taylor asks me: "How's this for an idea?" (Exhibit I.) And I have practically replied in my opening sentence. Although it is extremely doubtful if many offices are well enough equipped to handle this job so excellently as did the office which produced this specimen, nevertheless, as an advertising scheme here is something other papers might do well to consider. The idea is to publish this "calendar" once each month, the year 'round, hence it thus becomes a business stimulant lasting throughout the twelve months, or indefinitely. For instance, it will be observed that this calendar for March, as reproduced here, probably appeared in one of the last issues of the Transcript for February, and that the appearance of the "calendar" for April is promised as a feature of the issue of March 27th.

BUSINESS CALENDAR OF
THE TRANSCRIPT
MARCH
SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

1

I have been favored recently by two letters from an old-time friend of this department, Foreman John N. Huntz of the Chilton, Wis., Times. Together with the first of these welcome epistles came the photograph of the sender, which shows Brother Huntz alongside the No. 5 Mergenthaler which he operates, he says, besides "looking after the 1,001 other things, both big and little, that go towards making the life of a country printer miserable and pleasant." The second letter is being held in abeyance, pending receipt of the material to which it refers.

* * *

A mere glance at the reproduced first page of this Elkhorn, Wis., Independent (Exhibit 2) is sufficient to warrant the assertion that this is an excellent home weekly, but, in order to realize the fullness of this specimen's excellence one must see the other seven home-printed pages. Before going further I wish to state the editor and publisher of this fine paper is J. Walter Strong, who was chosen as secretary and treasurer for the newly organized league of weeklies in Wisconsin. Besides the commendable news-service, which is so conspicuously in evidence in this first page of the Independent, and likewise in other pages, Editor Strong maintains an editorial page, without which no newspaper is whole. In this I find some good stuff. Of course, the Independent is modern in every respect, machined, and well done mechanically, so that only in point of minor details can a critic offer suggestions for improvement, such, for instance, as adopting the "trjangular" method of making up of advertisements, and the employment of a little more care in head-writing, in order to have both lines of the "stair-step" effect more equal in length, etc.

In Specimen 3 I have the privilege of showing the front page of another Wisconsin newspaper, the Janesville Daily Press. The evident effort to achieve balance with head-masses is commendable, but it is a pity that so much discord should occur between the various head-letters employed. Why a newspaper that adopts Gothic for its principal heads should choose so inharmonious a face as DeVinne, or that bold Italic face, for use in connection with the Gothic is beyond my comprehension. The Press offers a fairly good local news-service and has a department of editorials; but I regret to note that there is frequently marks of carelessness in evidence, such as appears in this head: "Esser Present of Local Eagles," which should have been "Esser President of Local Eagles"; and in this sentence: "The one big thing of which the Aerie is proud of," etc. The print and advertisement arrangement are good, and I am pleased to note that the advertisement compositor appreciates the value of abundant white margins.

* * *

Makers of the Amsterdam (N. Y.) Evening Recorder and Daily Democrat have just the wrong idea of mechanical makeup as pertaining to arrangement of displayed advertisements, which they shove up to the top of pages instead of to the bottom, thus crowding the reader downward. An adoption of the "triangular" method, while very desirable for all newspapers, is almost imperative for a daily newspaper. I am reproducing the first page of this specimen (Exhibit 4) to illustrate the peculiar style of makeup employed here. The balance is fairly good and the heads are pretty well written, although the

THE ELKHORN INDEPENDENT.

2

"hanging-indention" style of sub-head never gives a very artistic effect. Where this sheet merits praise, however, is in point of news-service, both local and telegraphic, and the editorial department is creditable, too. An excellent print is likewise one of the commendable points about this sheet.

* * *

Full of interest and truth is a long editorial in a late issue of Brother Dean C. Trippler's paper, the Canova (S. D.) Herald, on the subject of newspaper advertising. In the course of this article the editor points to a large contract made with his paper by a certain lumber company as evidence that it pays to advertise, and he also calls attention to the percentage of foreign advertising in the Herald, and remarks that, if it pays these firms to buy space in his paper, it will pay local concerns to do likewise. Some excellent points are made in this editorial, everyone of which I know by experience is true, as, for in-

THE JANESVILLE DAILY PRESS

MUST REDEEM THRIFT STAMPS IMMEDIATELY

Workers of Red Cross to Meet This Evening

Views of Wilson on Kaiser's Trial Now Important

WRITE HISTORY ROCK COUNTY IN GREAT WAR

Coblenz Entered by Americans to Prevent Trouble

Military Police Invade City and Watch Soldiers'

GERMAN REDS SPREAD RIOTS IN GERMANY

SUNDAY WAS VERY BALMY BETTIKEN

ESSER PRESENT UP LOCAL EAGLES

MR. WHITEHEAD ATTENDS MEETING

BELOIT WILL FIGHT THE FLU

JOHN HAGEN GETS INTO POLICE NET

FIRE DEPARTMENT HAS EASY DAY

WEATHER COLDER ONE YEAR AGO

Germany Can Pay Damages

TALKING A LEAGUE TOBACCO GROWERS

SHIP WHICH CARRIES THE PRESIDENT

BREAK COURAGE RECORD IN WAR

PLANS DISCUSSED FOR PEACE MEET

ITALIAN KING TO VISIT PRESIDENT

Better Service of Street Cars to Solve Problem

KENOSHA PLANS PAVING PROGRAM

RANGER WOUNDED 60 TO SMELLING

COUSINS GET STATE POSITION

3

Amsterdam Evening Recorder

AND DAILY DEMOCRAT

PRESIDENT WILL ADDRESS CONGRESS MONDAY AT 1 P. M.

PAUL CHAPMAN IS SAVED FROM DEATH

FEDERAL AUTHORITY IN SECOND PLACE

LAST DAY FOR THE BREWING OF BEER

NAMES IN THE AMENDED LIST OF CASUALTIES ARE 262,723

SAILS FOR FRANCE THE NEXT DAY

REPORTED UP TO NOVEMBER 26TH

EX-KAISER SIGNS HIS ABDICATION

DOUGLAS SMILED AT "UNKNOWN WOMAN"

VICTORY THE THANKSGIVING GIFT, SAYS GEN. PERSHING

4

oft-explained "triangular" system of makeup, the removal of approximately half the space between words in the title, and the insertion of neat boxes at both ends of this heading. These little things count for much.

THE CANOVA HERALD

COMMISSIONERS ELECT PETERSON CHAIRMAN

TWO NEW MEMBERS ON BOARD

Mastering English Words

LOCAL BASKETERS DEFEAT MITCHELL

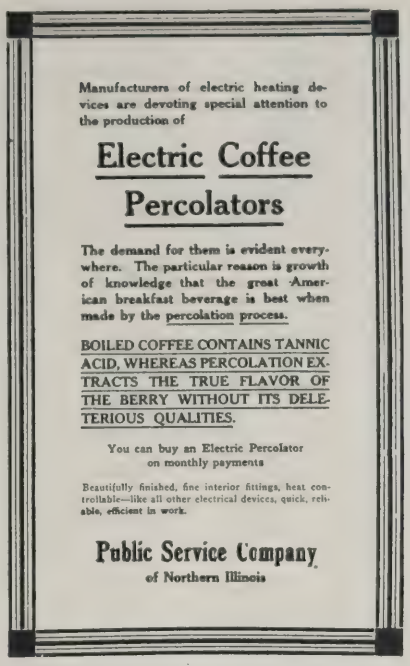
FOUR STRAIGHT WINS THIS YEAR

5

stance that fully half the patronage from small-town advertisers is accorded merely through the desire to help the paper along, and that fully half of such advertising is worthless, which, however, is no fault of the newspaper, but of the advertiser, who does not recognize the difference between merely buying newspaper space and doing actual newspaper advertising. The big business men get returns from their advertising because they mix brains with their "copy," but it is possible for the local concerns to get actually as good results, yea, even better results, because they are in closer touch with the folks whom they wish to reach, and can therefore make their "copy" more personal and with much greater appeal. Dean C. Trippler is a clever writer and a very able newspaper-maker all-around, with the result that Canova is blessed with a live, readable home weekly. The creditable front page is shown herewith as Exhibit 5. I would suggest the adoption throughout of the

RE-ELECT
Edward M. Overland
Regular Republican Candidate for
State Representative
23rd Senatorial District
Election November 5th, 1918
Mr. Overland is endorsed by many civic organizations in t - rd Senatorial District
He is also endorsed by the Legislative Voters' League

6

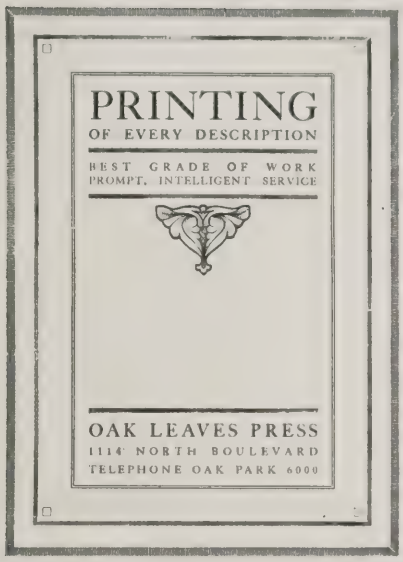

Manufacturers of electric heating devices are devoting special attention to the production of
Electric Coffee Percolators
The demand for them is evident everywhere. The particular reason is growth of knowledge that the great American breakfast beverage is best when made by the percolation process.
BOILED COFFEE CONTAINS TANNIC ACID, WHEREAS PERCOLATION EXTRACTS THE TRUE FLAVOR OF THE BERRY WITHOUT ITS DELETERIOUS QUALITIES.
You can buy an Electric Percolator on monthly payments
Beautifully finished, fine interior fittings, heat controllable—like all other electrical devices, quick, reliable, efficient in work.
Public Service Company of Northern Illinois

8

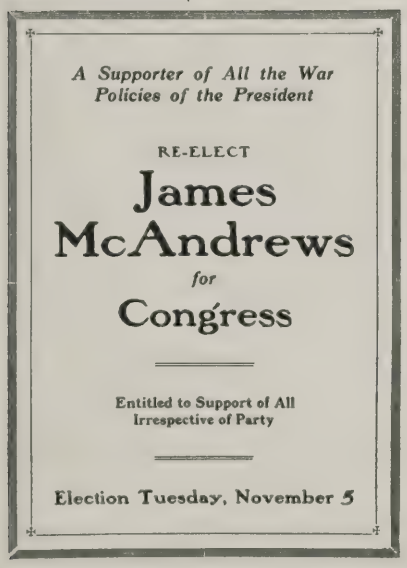
9

Reliable Underwear and Hosiery for Men, Women and Children
We would like to call your attention to a few of our attractions
Women's Fibre Silk Hose — a special for Saturday 48c
Meier Company
5638-5644 W. Chicago Avenue

7



11



10

Oak Leaves is the highly appropriate title of an ordinary home weekly emanating from Oak Park, Illinois. Oak Leaves is, in brief, a weekly newspaper in magazine form, the pages having three columns each. One of the issues before me consists of forty-eight pages and cover, while the other has sixty-four pages and cover. The paper proper is printed on common white print, whereas the cover is of heavy calendered stock. Everything about this unique little publication is high grade in a mechanical way—typography, presswork, etc., except the arrangement of advertisements, which, by the way, is exactly opposite to that I would recommend. That is, instead of running the full-widths ads to the tops of the pages, I would have them at the bottom, and instead of scattering displayed spaces to the four corners of the pages, I would collect them systematically to the bottom and right-hand sides of the pages. But the news-service is excellent, as is also all editorial labors. Very pleasing, indeed, is much of the advertisement composition, from which I have selected a number of specimens for reproduction (Exhibits 6-11.)

COST EXPERT IN CHARGE OF VICTORY LOAN PUBLICITY

Mr. R. T. Porte, the cost expert, is in charge of publicity for the Victory Loan Campaign for the State of Utah, with headquarters in Salt Lake City.

Much of the matter Mr. Porte is sending to the newspapers of his state is of a decidedly original character.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES
Established in 1883 as "The Printer and Publisher"
Published Monthly by The Ravenswood Press
4610-18 Ravenswood Avenue, Chicago, Illinois
Entered at the Chicago Postoffice as Second-Class Matter
BENJAMIN S. HERBERT - - - - - Managing Editor
WILLIAM E. HERBERT - - - - - - Business Manager
E. GEORGE ERTMAN - - - - - Special Representative
Official Paper of the National Editorial Association
Member National Editorial Association, United Typothetae of America, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association.
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
CHICAGO. ILLINOIS, MARCH, 1919

Printers and publishers are revising their opinions upon a good many subjects, including the idea that some have had that their industrial troubles are peculiar to themselves and to their own shops.

The fact is that one may travel from North to South in attending conventions of the craft, and hear the same "lingo." The Southern printer-publisher knows as much about diseases of the trade as his Northern brother, and has the same difficulty in finding a panacea for all the ills to which his business is heir.

The contention has been offered that the local merchants will not pay more for the advertising space used, or that the subscription price of the paper is a high as circumstances will warrant, but fortunately for themselves this class of recalcitrants of reform, gradually, is developing a knowledge of conditions which is saving them from complete disaster.

* * *

"The New South" is not an idle phrase, applied with more or less reckless extravagance to conditions which have changed for the better in Dixie-land. Economic improvements have worked wonderfully in the stimulation of healthy growth. Manufacturing is developing and embraces many lives of activity. The many millions spent by the Government and by soldiers in camps have been an aid to the advancement but money from this source alone did not amount to more than a fraction of the total. It would be unfortunate if facts were to the contrary, for the removal of this source of revenue under other circumstances would be disastrous.

* * *

Here and there in this enlightened country may still be found a benighted printer or publisher who does not believe in conventions of the craft, nor in organization movements for trade improvement. Some there are who grow discouraged when they consider the amount of indirect benefit derived by nonparticipants in those great educational movements which have actually standardized business methods and changed evil practices and habits of conduct to healthful, vigorous policies, resulting in the accomplishment of great good for every one in the industry.

The strong must carry the weak. It is a law of nature as irrevocable as the laws of the Medes and Persians, and any officer of a printers' or publishers' association who grieves over the failure of others to catch his visions of the possibilities still obtainable by a more enthusiastic co-operation, should remember that human nature has always been the same, but that mountains of difficulty, that have opposed the progress of men and nations have been reduced to molehills by the exercise of faith—the abiding faith of a few.

True, many unworthy of help have benefited, but still it is also true that no one, not even the most worthy, would have shared in the blessings obtained unless the men of vision and purpose had held to their task.

For example, in the inception of the great movement for scientifically finding the costs of manufacturing printing, Hartman, Morgan and others had many days of discouragement in their efforts to induce other printers to adopt systems of cost finding. They doubtless reasoned among themselves, often, that they were trying to make business men of printers, a task which at times seemed almost impossible of accomplishment. In their laborings with their fellow-craftsmen they encountered objections that were distracting and almost caused them to give up in dispair. The men whom they were seeking to help, misunderstood their motives. Some considered these pioneers in regenerating the industry deluded enthusiasts, system fanatics, "cost bugs," etc., but Hartman, Morgan, et al, stood shoulder to shoulder.

One by one others saw the light and now there is hardly a printing-office in the whole country where some sort of a cost system or a price list, whose findings have been deduced from a cost system, is not adhered to in some degree. The work of these pioneers has been a blessing to the whole industry. Their efforts have been very largely responsible for making the business of printing respectable. It is now an honorable employment and the day when the "poor printer" is looked down upon in scorn by other business men is slowly passing. But these words would not be recorded if these saviours of the industry had played traitor to their undertaking. Had they given up when provoked; had they turned their backs on their erring brothers and selfishly resolved to attend to their own business and applied their superior knowledge and acumen to their own selfish advancement, the day of reconstruction of the typographic art would have dawned much later in the twentieth century.

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organ izations are urged to make regular use of this department.]

MINNESOTA EDITORIAL ASSOCIATION

Mr. Asa M. Wallace
New President Minnesota
Editorial Association
Sauk Centre, Minn.

The Fifty-third Annual Convention of the Minnesota Editorial Association held in St. Paul, February 21-22, was distinguished for its strongly patriotic character. The sessions were held in the roof garden of the Hotel St. Paul. The business sessions reflected the ability and sound patriotic optimism of a membership which places devotion to flag and country above and beyond mercenary interests.

Nearly 200 editors were in attendance and most of them evidenced a lively interest in the many able papers presented and a large number participated in the discussions or subjects of vital concern to their own and their country's interests.

Following a kindly and cordial address of welcome by Mayor Hodgson, himself a newspaper man and a response, the President, A. O. Moreaux of the "Rock County Herald" of Luverne, read his formal address.

Among other things Mr. Moreaux said:

"We are confronted with the task of reconstructing our standards of citizenship and it is inevitable that in this work of reconstruction the newspaper men and women everywhere must take a leading part. Not only must a great campaign of education be carried on among the people, but the doctrine of 'America for Americans' must be made a living, breathing thing in our national life."

The need for stout hearts and clear heads never was more urgent than it is today, the speaker asserted, for the world is entering upon a period of great social, industrial and political unrest, and the solution of these problems may be even more trying than those of the world war.

"The radicalism of the Bolshevik, the Socialist, the I. W. W., the Nonpartisan League and kindred class agitation finds a fertile field during periods of industrial, political and social disquietude," he said, but he expressed confidence that the sanity which ever marked our national life will prevail.

In his regard, too, Mr. Moreaux emphasized the duty that rests with the newspaper editors and publishers.

Influence Public Opinion

"It is generally conceded that editors and publishers exercise considerable power in influencing public opinion," he said. "We ourselves believe this to be true. It seems to me, therefore, that it is eminently fitting that in our conventions we should give considerable thought and attention to problems of general interest and importance in our communities, our state and our nation, and not confine our attention to matters affecting our business affairs which are largely personal and selfish."

His closing appeal was in behalf of the next Liberty Loan.

Mr. M. J. McGowan, editor of the Appleton Press, lately returned from service in the U. S. Army, presented an address, the text of which appears elsewhere in this edition of the National Printer-Journalist. It was the subject of much favorable comment.

The report of the Secretary, Mr. John E. Casey of the Independent, Jordan, offered convincing evidence that the growth of the association during the past two years is directly traceable to Mr. Casey's indefatigable efforts.

Mr. Benjamin S. Herbert, editor of the National Printer-Journalist, was kindly introduced and offered the courtesies of the floor. Mr. Herbert spoke upon the subject of the immense contribution made to the success of the National Editorial Association by the newspaper men of Minnesota.

Rudolph Lee of the Long Prairie Leader spoke on "Good Roads," and many of those present entered into the discussion that followed. This was led by R. Chase of the Anoka Herald and Martin Widsten of the War-road Pioneer.

"National Advertising for the Country Press" was the subject of a paper by W. E. Verity of the Wadena Pioneer Journal, and the discussion that followed was led by Howard Bratton of the Faribault News Republican and Georgie Christie of the Red Lake Falls Gazette.

A "Victory Session" of the association was held at the Ryan Hotel, Friday evening, at which Dr. Marion L. Burton, President of the University of Minnesota was the principal speaker.

He declared "there is as much danger to America from the ultra-conservative as from the ultra-radicals."

"We can't solve the problems of social unrest by hurling epithets. We must face conditions with an open mind, and discover what these crazy people are talking about. We must find out what is wrong," he asserted.

"We must realize that things are not true because they are old, nor false because they are new. It is our problem to find out what the truth really is.

"But while Americans must have an open mind, and absorb new ideas as never before, we must not tolerate methods that look to the destruction of our institutions. There must be a line of decency and order and respect for law which cannot be crossed.

"America is going to develop a generation that will be more concerned with the life of the community than with

personal gain. The new American must be shot through with the consciousness that he is only a part of the great human family."

"The day is gone when great fortunes will be amassed in America. There will not even be continuing of the great fortunes of the present. We will see a better distribution of wealth."

"The British fleet saved the world," declared H. V. Jones, editor of the Minneapolis Journal, in relating his experiences during a visit to the front.

Major O. J. Quane, editor of the St. Peter Herald, who commanded the Fourth anti-aircraft machine gun battalion, was strenuously applauded when he praised the heroism of the American doughboy.

The session of Saturday morning was given almost entirely to the discussion of business problems. One of the most interesting subjects considered was, "Ways and Means of Increasing Newspaper Revenue." The discussion was led by Mr. Philip Liesch of the Brown County Journal or New Ulm, who was ably seconded by Mr. C. F. Mahnke of Moose Lake, who recently proved himself a master of situations following the devastating forest fire in Northern Minnesota.

Another speaker was Mr. L. A. Warming of St. Charles, who described a coöperative plan for securing revenue from classified advertising.

The report of the resolutions committee, eloquent in phraseology, was presented by Mr. Fred E. Hadley of Winnebago, prominently mentioned for Governor of Minnesota. The resolutions were nuanimously and heartily endorsed.

The reports of officers were followed by the annual election resulting as follows:

President, Asa M. Wallace, Sauk Center; First Vice-President, J. R. Landy, Olivia; Second Vice-President, Philip Leisch, New Ulm; Third Vice-President, W. E. Verity, Wadena; Treasurer, Herbert C. Hotaling, Mapleton; Secretary, John E. Casey, Jordan; Executive Committee—The President, First Vice-President, Secretary and Treasurer, Will Wilke, Grey Eagle Gazette; Leslie S. Whitcomb, Albert Lea Tribune; Frank J. Meyst, Western Newspaper Union.

The remainder of the convention was consumed in discussing state legislative problems, the officers and members of both houses of the Minnesota State Legislature having been invited to hold a joint session with the editors.

The opinion seemed to general that the fifty-third annual convention of the Minnesota Editorial Association was one of the best ever held in the history of the enterprising organization.

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ANNUAL BUSINESS MEETING NEBRASKA PRESS ASSOCIATION

Reported by Miss Eunice Haskins, Editor Press, Stella, Nebraska

Nebraska Press Association holds two meetings a year. The mid-winter session is for business and study of newspaper methods, and the summer session is for fun and frolic with business as a side issue. The mid-winter meeting was held at the Lincoln Hotel in Lincoln, February 20. 21, 22.

The opening session in the Chinese room at the hotel, Thursday afternoon, was taken up with roll call, and the reports of committees. Before noon approximately 250 editors had registered, many coming from the most distant parts of the state. The banquet that evening at the Commercial Club was one of the big features of the convention.

The Association cut out the business program Friday forenoon, and left the Lincoln Hotel in a body to visit the Nebraska Legislature, and crowded much business into the afternoon, holding the session until late in the evening, because of the great number of important questions which the editors desired to consider.

Practice of Nebraska Press Association has been to to permit the democratic members to name the vice-president one year and the republican members another year. By custom, the vice-president succeeds himself as president.

Officers elected for the coming year are: President, Will C. Israel, Havelock; Vice-President, E. R. Purcell, Broken Bow; Treasurer, Frank O. Edgecombe, Geneva.

Mr. Edgecombe has been the Treasurer of the Association for many years. He lost his sight when duck hunting, and has been entirely blind for more than twenty-five years. His paper, the Geneva Signal, is one of the most prosperous and influential county seat papers in Nebraska.

Don VanDusen, Blair; Clark Perkins, Aurora; J. H. Walsh, Crete and Hugh M. McGaffin, Polk, were elected members of the executive committee.

The new executive committee appointed O. O. Buck of the Harvard Courier, field secretary of the association

A few of the many Happy and Prosperous Minnesota

to succeed Clark Perkins of the Aurora Republican, resigned. A special legislative committee was appointed, consisting of C. B. Cass of Ravenna; H. M. Davis, Ord; O. O. Buck, Harvard. A committee on excursion was also named. The members are, president, W. C. Israel, Havelock; Will M. Maupin, Garing; A. B. Wood, Gering; G. S. Foxworthy, Omaha; Arthur Thomas, Omaha. The press association voted to hold its summer meeting at Gering, in the extreme western part of the state, in August. The meeting will be in the nature of an outing.

At the close of the convention, A. D. Scott, retiring secretary, was presented with a watch-fob, and Mrs. Scott with a silk umbrella. C. B. Cass, the retiring president, was told that a suitable badge will be presented to him in a short time in appreciation of the excellent work he did while in office.

Attendance at this meeting was double that of a year ago. Estimate is that five hundred newspapers are published in Nebraska and that 75 per cent of the publishers are enrolled. Interest in the state association, is now being stimulated by the organization of district associations.

The association recommended that the Nebraska publicity bureau be continued and that a bill calling for a biennial appropriation of at least $50,000 be passed, the amount to be used in advertising the resources of Nebraska to the entire nation. Legislation was asked to compel school boards in cities, towns and villages to make their proceedings public. The association wants the cash-in-advance ruling of the war industries board continued because it has been a distinct benefit to the newspaper business. A flat rate for weekly newspapers was approved. Guaranteeing chautauquas, lyceums and similar enterprises was frowned upon. The legislature was asked to amend the bill forbidding subscription voting contests, so as to prohibit contests by any Nebraska business enterprise.

Resolutions Passed

Resolved, That the flat rate is the best rate for the weekly newspapers of Nebraska, because it is most easily understood, and if adopted generally will be helpful in bringing much new advertising to Nebraska.

Resolved, That the standardization of rate cards is to the best interests of the publishers, and that the request of the Association of American advertising agencies, asking the adoption of a standard rate card be endorsed, and the members of this association be urged to furnish all agencies copies of their rate card upon the standardized form. And be it further resolved that all national advertisers and advertising agencies be urged to place all itemization or account data on a coupon which may be detached by the publishers before depositing same in their bank to the end that the allowance of agency commission and discount may not prove a source of injury to newspapers from local bank advertisers.

Resolved, That for the benefit of the members of the association the practice of allowing other publishers the commission usually allowed to advertising agencies be endorsed and recommended as good trade practice.

Resolved, That legislation compelling the publication of the proceedings of school boards in districts where cities and villages are located be urged upon members of the legislature. The average school board in organized villages and cities expends much larger sums than the city councils and under the legislation just enacted such sums will be greatly increased. This legislation is urged in the interests of citizens generally who are unable to learn the proceeding of such boards except under conditions repugnant to American citizenship.

The members of the press association found great pleasure and instruction in inspecting the files of pioneer Nebraska newspapers which were placed in the lobby of the Lincoln Hotel by the Nebraska historical society. The display consisted of sixty books containing the rarest of the collection. The society now has more than 13,000 of these in its safety vaults, and several hundred are being used each year. The exhibit included papers from every county in the state, and in many caes, the first issues.

"Foreign Advertising for Country Newspapers," was the subject of a paper read by Lee A. Richmond of the Minden Courier, that caused considerable discussion. J. P. O'Furey of Hartington took a shot at the farm papers. Through clubbing and through offering subscriptions to the farmres at very low rates, he said, that they cut into the legitimate territory of the country newspaper.

F. O. Edgecombe secured a resolution instructing the field secretary to see what could be done towards stopping the flood of farm periodicals coming into every community in the state.

Editors who met at St. Paul February 21st and 22nd

The question was renewed when H. M. Davis, of the Ord Journal, and postmaster at that place, had finished reading a paper on zone postage rates and the country newspapers. Mr. Davis said that at one time discarded farm papers reached the office in such numbers that the amount of print paper wasted would have been ample for running off the editions of the two Ord papers for the week. He thought that the country papers were getting along very well under the zone system. Harking back to the farm papers, he said the publishers figured out that they were ahead when they secured more circulation by the free paper system. They got the advertising contracts without having a paid circulation. Mr. Davis said that nine-tenths of the magazines of national circulation are published in New York and that before the zone system went into force the Government lost millions of dollars a year transporting them over the country. He said that the big interests had done all they could to make the zone system less effective.

Representative Snow, the first Doane College graduate to sit in the house, who is also an editor, spoke of his pride in the press association and the college, and declared that the strongest force for good in the state was the country press.

"The Law of Copyright" was presented in a paper by James Lawrence. Mr. Lawrence took occasion to digress by stating that in the next two or three years the editors will find that there will be a movement on to overturn the Americanization program. Mr. Lawrence thought that the legislature had handled the question properly. He said that had anyone attempted to agitate the teaching of English in the foreign community schools eight years ago they would have been roughly handled or even mobbed. He warned the newspaper men that these persons will not lie down and will need watching. He hoped that when attempts are made to force the return of foreign languages in these communities or elsewhere Nebraska editors will see that such attempts fail.

Adam Breede of the Hastings Tribune entertained the association with his experience as a war correspondent. Editor Breede found the morale of the Parisians at a low ebb when he and another newspaper man reached th French capital.

After listening to Professor Harry O'Brien of the Iowa State College, give a business survey of country newspapers in Iowa and Nebraska, with a mass of compiled figures, the editors engaged in a general discussion.

Professor O'Brien said that he was not a newspaper publisher, editor or printer, and had never set a line of type in his life, but he did claim to know something about the cost of operating a plant because he had made an exhaustive study of the subject.

What amazed him was the wide difference in prices quoted by the printers. He found that for instance, in part of the state charges varied from $1 to $9 for printing the first one hundred farm sale bills. He said that some were evidently getting a fair profit while others were losing money. This wide variation he found in the printing of legal forms and other kinds of work.

He stated that conditions during the past year have been abnormal, but in his opinion, prices should remain firm because publishers and printers were not getting a sufficient return before the war. The extremely high price of labor and paper made necessary better average prices in Iowa and Nebraska. He gave an exhaustive table of advertising rates taken from a number of papers. His study of the newspaper situation had resulted in learning that the patent inside is not as popular as formerly. He said that there is no reason why 90 per cent of the country papers of Nebraska should not charge a minimum rate of $2 a year. He insisted that many publishers have been giving their papers away while at the same time they have been giving subscribers more for their money.

No Drop in Print Paper

I. W. Carpenter of the Carpenter Paper Company, discussed print paper prospects. Mr. Carpenter said that in his opinion it will be a long time before paper will reach the low prices which prevailed before the war. He explained that the United States is exporting more paper now and this trade will most likely increase. This tends to stabilize the market. Two years ago, the Canadian paper mills saved the newspaper publishers of the United States from paying the biggest price in the history of the business by enabling the publishers to buy the product at a time when the market was making sensational strides upward. Mr. Carpenter stated that the federal government has invested large sums in paper and he did not think that it would have entered the market if it had not been satisfied with the present stability of prices. Another reason for not anticipating lower prices is the cost of raw material, and here labor comes in. He was sure that labor will not submit to a reduction of wages. Besides the heavy increase in the cost of labor, machinery is now much higher in price. Mr. Carpenter assumed that the publishers would have to charge more for advertising and for subscriptions in order to meet the increased cost of everything which enters into the cost of running a newspaper or a print shop.

* * *

THE NEW PRESIDENT OF THE TEXAS EDITORIAL ASSOCIATION

Mr. O. P. Gresham
Temple, Texas
President Texas Editorial Association

MR. O. P. GRESHAM, President Texas Editorial Association, was elected at the annual convention held at Oak Shore Club, near Rockport, Texas, December 12-15.

Born August 17th, 1871, in Fiskville, Texas, then a reared on farm, with only thriving town near Austin; common school education, it might be said that his strength, if any, along literary lines has come "from the printers' den," his first work being on the South Florida Sentinel, published at Orlando, Fla., 1886-'87.

A year at the Academy of Capt. J. H. LeTellier, Sherman, Texas, fitted him admirably for further newspaper work, and, after journeying to Temple, his present home, he engaged in newspaper work with Wm. D. Cox, of the Daily, Weekly and Sunday Times. In 1889 it was with F. A. Venny that the Temple Saturday Sun was acquired, selling out in 1894. The year 1895 the subject of this sketch established the Temple Mirror, which has proved a most promising venture. In 1903 Mr. Greham established the Texas Pythian Banner, and, on the following year absorbed the old Texas Pythian Knight; later the Lone Star Pythian, under the name of The Texas Pythian Banner-Knight, since which time

he lays claim to having published at all times the largest fraternal magazine of its kind printed. Relinquishing his interest in the Mirror ten years ago he has been able to give his entire time on the road and otherwise, to his favorite publication, touching mere shoulders in the broad expanse of Texas, than probably any newsgatherer of modern times.

As chairman of the committee on membership Texas Press Association, a position he has held for many years, he has been able to increase the roster several hundred per cent.

As president of the Texas Editorial Association his favorite past-time is to make visitations to those to compose its members, eligibility being thirty years or longer in the publishing business.

As a member of the Grand Lodge Knights of Pythias of Texas; as a veteran in the ranks of knighthood, he is no less a veteran, and, the "dean" in the publishing business in his home city, and, yet the youngest president of the Texas Editorial Association that has ever served that high place—an honor he believes no greater could come to any man.

Texas editors as Texans are proud of "Pink" Gresham, his friends love him and he loves his friends. Tipping the scales at 325 he is no less big-hearted, gentle and considerate of the feelings of others, he enjoys the esteem and affection of all who know him. His practical achievements in the development of the marvelous resources of his native state make a monument to his worth and his character more lasting than granite and more imposing than any human eulogy.

* * *

MASSACHUSETTS PRESS ASSOCIATION

The February meeting of the Massachuetts Press Association was held Monday, February 10th, at the United States Hotel, Boston, following luncheon at 12:30.

President Ernest H. Pierce was in charge of the program. Various questions pertaining to the trade were discussed. It was voted to hold a membership drive and two team captains were appointed. The committee on legislative matters was authorized to appear before the Civil Service Commission at its hearing Feb. 11, and represent the association on matters pertaining to the press of the state. The principal topic of the discussion was "Free Publicity for Various Departments of the Government." It was the sense of the meeting that the press was giving altogether too much free publicity of this sort, but definite action was postponed until the March meeting.

* * *

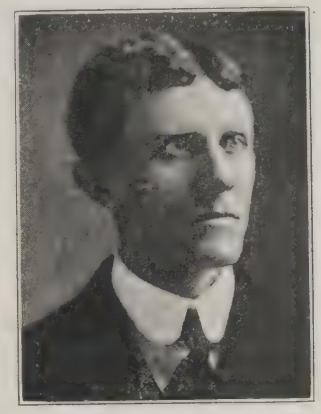
TRI-STATE PRESS ASSOCIATION

The Tri-State Press Association of Tennessee, Arkansas and Mississippi held a most interesting meeting at Memphis, Tennessee, March 7-8. It was the second annual convention and the sessions were distinctly of a business character. Most of the addresses were made without reference to manuscript, the most notable being the annual address by Mr. Edward Albright of Gallatin, Tenn., the President, "Securing Foreign Advertising," by Paul T. Harber of Commerce, Ga., the President of the Georgia Press Association, "How to Sell Space in a Weekly Newspaper," by Mrs. Edith O'Keefe Susong, Vice-President the Tennessee Press Association, of "The "Democrat," Greenville, Tenn.; and especially the discussion by Mr. Harry B. Potter of the University of Tennessee, "What a Field Secretary Could Do for the Publishers of these three States—of Tennessee, Arkansas and Mississippi."

President Albright advocated full and complete publicity through advertising of the acts of all public official boards, included their appropriations and expenditures, and urged that the savings to the tax payers preventing wasteful extravagance with public funds would more than compensate for the cost of such advertising.

Other speakers were R. O. Schaefer, Secretary-Treasurer of the Tri-State Press Association and publisher of "Southern Construction News," Little Rock, Arkansas; Guy P. Clark, Daily Register, Clarksdale, Miss.; W. D. Lyon, Developer, Bluff City, Tenn.; Joe A. Richardson, Tocsin, Sunflower, Miss.; Mrs. W. B. Romine, Citizen, Pulaski, Tenn.; Mr. L. B. White, Courier, Benton, Ark., who is also President of the Arkansas Press Association; Mr. R. L. Brown, Sentinel, Sumner, Miss., and Mr. Benjamin S. Herbert, the editor of the National Printer-Journalist.

The informal discussions at the various sessions proved to be most helpful, bringing out many ideas and suggestions of greatest practical value.



Mr. Edward Albright
First President Tri-State Press Association of Tennessee, Arkansas and Mississippi.

An amendment to the constitution was passed increasing the executive committee from three to nine members, three to be elected from each state, and provisions made for employing a field secretary.

The following officers were elected: Guy P. Clark, Daily Register, Clarksdale, Miss.; Mrs. Ada Roussan, of Osceloa, Ark., Vice-president for Arkansas; Walker Wood, of Winona, Miss., Vice-president for Mississippi; W. D. Lyons, of Bluff City, Tenn., Vice-president for Tennessee, and R. O. Schaefer, of Little Rock, Ark., Secretary and Treasurer.

The members of the newly elected executive committee committee are: Frank N. Henderson, Mrs. Maud Johnson and L. B. White, for Arkansas; A. C. Anderson, Miss Virginia Henry and Howard S. Williams, for Mississippi, and Harry B. Potter, Mrs. Edith O. Keefe Susong and F. R. Ogilvie, for Tennessee.

NEW SALES MANAGER APPOINTED

Mr. D. N. Mallory, formerly of Chicago, and known locally as the resourceful chairman of the Entertainment Committee of the Suburban Publishers Association, is now the General Sales Manager of the Challenge Machinery Company of Grand Haven, Mich.

NEW PRESIDENT OF ILLINOIS ASSOCIATION A "LIVE WIRE"

MR. S. P. PRESTON
President Illinois Press Association; Editor and Publisher News, Gillespie, Ill.

The new President of the Illinois Press Association, Mr. S. P. Preston, of Gillespie, is a "live wire." He has an enviable patriotic record, leading his district in Liberty Loan and War activity campaigns with astounding results.

Mr. Preston, whom everyone calls "Pres," is a fighter. It is related that in a recent strike of coal miners which had grown to dangerous proportions, he grabbed a musket from one of the retiring members of the militia and in language more picturesque than beautiful, warned the oncoming rioters that he would shoot dead the first man who tak a further advance step. His heroic action had the desired effect.

Mr. Preston originatd the Southern Illinois Editorial Association and built up its membership from nothing to one of nearly four hundred newspaper-men.

Mr. Preston was born in Madisonville, Ky., forty-eight years ago and began the acquirement of his knowledge of the printing business when a boy before attaining the "teen age."

He took up his residence in Litchfield, Ill., the day General Garfield was assassinated.

He served his term as an apprentice in the Litchfield Monitor office under B. S. Hood and later accepted a position in the office of the Taylorville Democrat.

He was employed in the office of the Montgomery News at Hillsboro, under Mr. C. W. Bliss for twenty years.

He married Miss Aletta Van Dorn in 1894.

Fourteen years afo, November 5th, Mr. Preston opened an office in Gillespie in partnership with Mr. C. W. Bliss and son, Mr. C. O. Bliss. Nine years ago Mr. Preston assumed entire control of the office and is credited with publishing one of the liveliest and most useful newspapers in the State.

MID-WINTER MEETING ILLINOIS PRESS ASSOCIATION

The first Mid-Winter Meeting of the Illinois Press Association was held in the St. Nicholas Hotel Springfield Thursday and Friday, March 13-14. So great was the interest of the editors and publishers in the event, however, that over a score arrived Wednesday and held a preliminary meeting that evening.

The new President of the Association, Mr. S. P. Preston of Gillespie, has a record for organizing and enthusing his fellows with the advantages of co-operation, for he originated the Southern Illinois Editorial Association and built it up from a membership of nothing to one of nearly four hundred.

The subject of needed legislation for the newspapers of the State was the one of outstanding importance and offered plenty of material for discussion.

President Preston of the Association; Secretary H. L. Williamson; Joseph Page of Jerseyville, on the legislative committee; James E. McClure of Carlinville, on the executive committee and Paul R. Goddard of Washington, Ill., were appointed at the preliminary meeting of the association to draft a bill to be presented to the legislature.

The bill will pertain to the adjustment of rates for legal publications.

The special committee presented a rough cast of its report Thursday morning, Mr. McClure, Mr. Page and others elaborating upon the requirements and the meeting was then thrown open for discussion.

At noon the editors adjourned to meet the Gillespie pipe band and paraded back to the hotel, Mr. J. M. Page of Jerseyville, formerly a Secretary and President of the association, leading the procession.

Every resident of Springfield and the members of the legislature and officers of the State at the Capitol, knew that the editors were in town as a result of the spectacular feature of this gathering of the newspapermen.

At 2 o'clock the editors marched to the Capitol, where Governor Frank O. Lowden received and greeted each visitor.

At 3 o'clock the business of the convention was resumed at the St. Nicholas Hotel.

In the evening a banquet was held at which Governor Lowden was the principal speaker. About 500 people sat at the festal board, including state officials and members of the assembly.

Lowden sentiment, which was expressed at intervals during the meeting of the day, was mutiplied at the night gathering. There was round after round of applause for Lowden, and it gained its heights when S. P. Preston of Gillespie, president of the Illinois Press Association, and Charles Bliss of Hillsboro, both Democrats, made apologies for opposing Lowden in the campaign of 1916, and admitted that his record as chief executive of the state will, in their judgment, stand for many years. Mr. Preston called the gathering to order following the banquet and introduced Mr. Bliss, who presided as toastmaster.

It was Governor Lowden's first address since he recovered from his recent illness. He talked of the great work that is facing the Illinois general assembly and discussed at some length the large number of pending bills for appropriations for the construction of state arsenals. He asked the press association of the state to continue their helpfulness as they have helped in the past, "With a generous open hand to meet the duties and perplexities which, I assure you, are none too easy."

The banquet was served in the main dining hall of the St. Nicholas Hotel at 7 o'clock. President S. P. Preston escorted Governor Lowden to the speakers' table.

During the dinner the Gillespie Scotch Highland Pipe Band gave various numbers approvingly. Miss Annie Sorbie danced the Highland Fling and sword dance and Miss Tinie Horn sang "Annie Laurie" in dialect and then "Till We Meet Again," both being well received.

While the banquet was in progress a flashlight picture was taken of the large assemblage, and before the guests were ready to depart a special edition of The Springfield News-Record, containing the picture and a story on the association's meeting, was distributed.

At the speaker's table were Governor Lowden, S. P. Preston, Charles Bliss, Mr. and Mrs. Lewis H. Miner, Judge F. W. Burton, J. M. Page, Mr. and Mrs. John L. Pickering, John H. Walker, Andrew Russell, J. C. Mason, C. W. Woodward, E. D. Shurtleff, Mr. and Mrs. James M. Graham, J. Sheets, I. F. Dunn.

Mr. Bliss announced he would "resume where he left off when he was interrupted by the all-absorbing matter of dinner."

He then proceeded to tell the audience some humorous things and kept them in convulsions of laughter. His introduction of Governor Lowden was a masterpiece of witticisms.

He told a lot of things that he said about him when he was a candidate for the exalted office he now holds, among which were that he had a herd of blooded Jersey cows whose horns were sandpapered and their hoofs manicured, that he had valets for each cow, who were fined five dollars and costs if a fly got on one of them, that the cows were supplied with mirrors and powder rags and had Persian rugs to lay upon. That he had a flock of blooded chickens and that he hired a prima donna from Chicago to come out and sing for them when they were replenishing the egg basket, and a lot of similar things were on his farm, but Mr. Bliss said he had since found out that all these were nothing more than campaign lies, and he tendered a sincere apology to Governor Lowden for all these campaign lies that he had published in his paper.

He then introduced S. P. Preston, president of the Press Association, who spoke in part, as follows:

"My success in the newspaper business has been based strictly on one word, honesty. Honesty, with myself, my people and my God. Honest with corporations, honest with my subscribers, honest in my business dealing. Being a free lance although a Democratic editor. Tied to no concern, no corporation, no politician. Honest with my friends, yet ready at a moment's notice to go to bat with them if they mistreat the people of my community. I would fight, and have fought, the best friends I ever had or ever expect to have when they have tried to pull off a stunt against the people of my home town, Gillespie.

"I have never sought office and would not accept the best office in the gift of the people, I would much rather help honest men to office and then make them do their duty than to be elected myself.

"I have no use for the 'Yellow Journalist,' the man who dances at the beck and call of his party boss. No man living under God's sunshine has a string on Preston or The Gillespie News.

"I have fought for my people when they were right, and I have fought the whole community when I thought they were wrong. I have spent my time, energy and money to make Gillespie bigger and better and stand ready to do the same thing again. No corporation is too large for me to tackle when I think they are wrong, and yet I hold but the kindliest feeling for the corporations of our city and they trust me as their friend, and I have never deceived them.

"Every editor makes mistakes, and during the campaign I fought Governor Lowden with every bit of energy in my whole body and tried to defeat him, for I honestly thought that he was not the man for governor.

"Tonight, before you gentlemen and in his presence, I say to you that I was wrong. That he is today the greatest business governor the State of Illinois ever had and as the rumblings come to my desk that he is liable to be the next Repubican candidate for President of these United States, I say to you that I think he is big enough, broad enough and honest enough for any office in the gift of the people.

Other speakers were Mr. Thomas Rees of the Springfield Register, who paid an eloquent tribute to the Governor, presenting him with a huge basket of flowers. and Waverly Smith, recently returned from France, as a Y. M. C. A. Secretary.

A most enjoyable vaudeville entertainment concluded the program of the evening.

Friday morning the sessions of the convention were resumed and after a wide discussion on the adjustment and equalization of fees for legal publications, the Legislative Committee was authorized to draft a bill and present it the present legislature with recommendation for its urgent action.

The report of this committee follows:

Your committee to whom was referred for consideration the matter of adjustment and equalization of fees for legal publications, with a view of fixing a reasonable and equitable rate, thereby preventing excessive or inadequate charges for such service, beg leave to report as follows:

We recommend that a price of 10 cents per line be established for publication of all such notices as are now or may be required by law to be published.

To this end we recommend that the legislative committeemen of the association, together with the president and secretary thereof, be constituted a special committee to draft a bill embodying this recommendation and submit the same to the general assembly.

We also recommend that the special committee be and they are hereby authorized to draft such other measures and favor such other legislation as to them seems to be the best interests of this association. All of which is respectfully submitted:

J. M. PAGE,
J. E. McCLURE,
P. R. GODDARD,
S. P. PRESTON,
H. L. WILLIAMSON,
Committee.

The association adopted a resolution introduced by Paul R. Goddard of the Peoria Distrist Press Association, condemning the present "waste of money and effort" in carrying on the publicity work of the government and petitioning Congress to pass a law to establish a non-partisan publicity bureau for the handling of all matter of public interest that may be brought before the different heads of departments of the United States.

The resolution suggested that the proposed non-partisan publicity bureau be composed of three members, one appointed by the president, one by the majority members of the Senate and the third by the minority members of the Senate. Such a board would be expected to handle the work of the bureau and furnish the press of the United States with a weekly bulletin in the most condensed form covering the needs and activities of the different departments.

"The present system does not meet with the favor of the press," the resolution says, "on account of its political construction and also because of the vast volume of publicity which is coming from all the different sources of activity. We believe, as never before, that now is the time for unity of action. Unity of action can only be maintained by a bureau of publicity untainted with political bias."

Two of the most interesting and profitable discussions were "Advertising Rates Daily and Weekly," by Thomas Rees of the Illinois Register; "Subscription Rates, Weekly and Semi-Weekly and Daily," by John H. Harrison of Danville.

A resolution of particular significance, introduced by Mr. L. M. Wood of Sumner, was one endorsing the

paid-in-advance method of handling subscription accounts. The resolution was adopted unanimously.

Mr. Herbert of this magazine told of the purposes of the National Editorial Association and urged attendance upon the next convention in the Pacific Northwest.

The officers of the association are: President, S. P. Preston, Gillespie; First Vice-President, Benjamin S. Herbert, Chicago; Second Vice-President, I. S. Dunn, Divernon; Tihrd Vice-President, Paul R. Goddard, Washington; Secretary, W. L. Williamson, Springfield; Treasurer, B. E. Pinkerton, Monmouth.

Executive Committee—John M. Sheets, Oblong; Charles B. Mead, Geneva; L. R. Murray.

Legislative Committee—J. M. Page, Jerseyville; H. U. Bailey, Princeton.

Field Advisers—A. S. Leckie, Joliet; W. J. Smith, Waukegan; Fred B. Blazer, Aledo; Edward Grimm, Galena; W. T. Bedford, LaSalle; Edwin Dyson, Rushville; George C. Cramer, Mackinaw; C. R. Denson, Minonk; Charles W. Warner, Hoopeston; Charles W. Wilson, Tuscola; W. B. Davis, Mt. Sterling; Sam Little, Hillsboro; W. W. Evans, Belleville; Verne E. Joy, Centralia; E. H. Childress, Fairfield; John C. Fischer, Cairo.

BUCKEYE PRESS ASSOCIATION

The Mid-Winter Convention of the Buckeye Press Association was held February 27-28 at the Phillips House, Dayton, Ohio. Eighty members of the association were present at the opening session and many others arrived later.

In his semi-annual address, President Thomas Lipton of the Williamsport News, told of the important part played by the Ohio newspaper men in the war activities. He complimented them on their patriotism and expressed the belief that no man in the organization lost an opportunity to be of service. He predicted that the year 1919 would be one of the most successful, if not the most successful in the history of the weekly newspers of the state.

D. E. Barry of the Whitaker Paper Co., Cincinnati, spoke on the print-paper situation and said there would probably be a slight decline in price.

Mr. Geo. E. Hosmer, Chairman of the Legislative Committee of the National Editorial Association, told something of what that organization is doing.

Geo. F. Burba, of the Columbus Dispatch talked on the subject of "Editorials from a City Man's Standpoint," and A. Putnam Sandles spoke on "From Ox-Cart to Tin Lizzie," urging the expenditure of enough money to keep the present highways in condition rather than constructing new roads.

A. C. McSlurg of the Miami Union read a paper on "Organizing Country Correspondents" and Paul Cochrum of the Spencerville Journal-News gave an address entitled "Cash in Advance Subscriptions."

A feature of one of the sessions was an address given by Wright A. Patterson, editor-in-chief of the Western Newspaper Union on the subject of "The Newspaper Commission to Europe." Mr. Patterson, who was a member of the commission, was abic to give many interesting details of the trip.

Addresses were also given by Frank Beitler of the Arlington Arlingtonian, J. C. Martin of the Belle Center Voice, Secretary Yale, Arthur Prine, A. M. Corrigan of Cleveland and others.

At the close of the convention a banquet was tendered the visiting members by the Dayton Chamber of Commerce.

The following officers were elected: President, James F. Gaskins, Sabina News-Record; Vice-Presidents, A. D. Robirson, Ravenna Republican; H. B. McConnell, Cadiz Republican; A. E. Huts, Logan Republican; R. B. Harris, Arcanum Times; H. C. Ramsdell, Sycamore Leader. Corresponding Secretary—E. Benj. Yale, Waynesfield Chronicle. Treasurer—W. R. Conaway, Morrow County Independent.

* * *

INLAND DAILY PRESS ASSOCIATION

The annual meeting of the Inland Daily Press Association was held February 18th at the La Salle Hotel, Chicago.

In the morning the reports of officers and committees were read, committees were appointed, new members were elected and plans for the ensuing year outlined.

Luncheon was served at 12:30, after which Will Wilke, Chairman of the Transportation Committee of the National Editorial Association, told of the arrangements being made for the trip through the Northwest to be taken by the N. E. A. members this summer, and urged a large attendance.

After Mr. Wilke's talk, the following program was given:

Address by John Sullivan, Secretary and Active Manager of the Association of National Advertisers.

Business conference on war activities, conservations, and after the war conditions.

Round Table discussion of methods being followed by large dailies in large cities, for the object of increasing subscription lists. Led by D. M. Conroy.

Report of Mr. D. B. Worthington, member of the A. N. P. A. paper committee from the Inland.

"Service to Foreign Advertisers," by Frank D. Throop, of the Davenport Democrat, who has made a decided success of a plan.

Lincoln B. Palmer, Manager American Newspaper Publishers' Association, talked on "The Paper Situation with Relation to the Federal Trade Commission."

Mr. E. F. Rogers, Manager Republican-Herald, Winona, with a successful experience in increasing Subscription Rates in City and Country, discussed this valuable topic.

* * *

SOUTH DAKOTA STATE PRESS ASSOCIATION

The Mid-Winter Meeting of the South Dakota State Press Association was held February 20-21, at Aberdeen and many progressive ideas were discussed and adopted. President E. B. Yule, in his annual address, suggested the idea of employing a paid secretary and the following committee was appointed to get behind the proposition and report at the summer meeting:

George Schlosser, chairman, Wessington Springs Republican; I. D. Aldrich Big Stone Headlight; W. C. Lusk, Yankton Press and Dakotan; Dean Trippler,Canova Herald, and Senator Robert Schaber, Hudsonite.

The members pledged their support to the government for the purpose of "putting over" the fifth loan. Mr. A. R. Rogers said that "this is to be a loan of thankfulness, with the appropriate slogan, "Let's Finish the Job."

C. F. Hackett of the Parker New Era recited some of the interesting experiences of a pioneer editor. Forty-three years ago, there were but few papers in Dakota Territory, and he exchanged with all of them. There were but two stores in town, and he boarded alternately with them in exchange for advertising. Some advertising came in from Yankton, thirty-five miles away, the

nearest railroad point. In the hard winter of 1880-81, Parker was without railway service for seventy-eight days. Print-paper running out, Mr. Hackett used wrapping paper, then wall paper, and finally muslin—but he never missed an edition. He exhibited samples of these publications to the members present. Truly, the pioneer laid the foundations for present prosperous journalism in the state.

Jay Reeves of the Groton Independent thinks that there should be a certain amount of advertising on the part of public utilities. He suggested that the railroads, telegraph, telephone companies, electric light and power plants would all be benefited by newspaper publicity.

E. B. Merriman of Redfield gave an address on "Is the $2 Subscription High Enough?" and John H. Craigg, Tripp, talked on the subject of "Increasing the Newspaper Revenue to Meet Increased Cost of Production."

The annual election of officers resulted as follows: President, I. D. Aldrich, Big Stone Headlight; First Vice-President, E. B. Yule, Alexandria Herald; Second Vice-President, George Schlosser, Wessington Springs Republican; Secretary-Treasurer, J. F. Halladay, Iroquois Chief; Executive Committee—President and Secretary and Len V. Doty, Doland Times-Record; W. C. Lusk, Yankton Press and Dakotan, and C.W. Downey, Mitchell Gazette.

* * *

MISSOURI JOURNALISM WEEK

The Tenth Annual Journalism Week will be held in Columbia May 5-9.

The Week this year will be of unusual significance and importance to the editors of Missouri. The regular autumn meeting of the Missouri State Press Association was not held in 1918 because of health conditions. Thus Journalism Week will afford the first opportunity for the Association to meet within a year. President J. P. Tucker informs the School of Journalism there are many matters of importance to come before the Association and that he hopes to have an unusually large attendance. One item of special importance will be the annual election of officers.

In connection with Journalism Week this year, there will be held a special Centeninal Celebration of the establishment of the first newspaper west of the Mississippi River, the Missouri Intelligencer at Old Franklin. A committee, appointed by President Tucker, is now arranging details of that celebration. It will include a trip by special train to New Franklin and a picnic dinner.

Prominent speakers from the ranks of newspaper workers have promised to take part in the program of the Week.

* * *

IOWA PRESS OFFICERS

C. H. J. Mitchell of the Storm Lake (Iowa) Pilot-Tribune was elected President of the Iowa Press Association at the recent meeting of the organization. Other officers for the coming year are: Vice-President, E. J. Feuling of the New Hampton Tribune; Secretary, O. E. Hull of the Leon Reporter; Treasurer, H. E. Moffett of the Eldora Herald; Director for two years, E. P. Harrison of the Oakland Acorn; Director for three years, Senator Ed Smith of Winterset.

James H. Gillespie's term as Director does not expire this year.

A legislative committee was named by G. S. Caswell, the Field Secretary of the organization, to make suggestions for new laws to govern official newspaper advertising. P. B. Brown of Harlan, T. W. Purcell of Hampton and W. P. Wortman, the retiring president, were chosen.

* * *

WISCONSIN WEEKLY LEAGUE

The Wisconsin Weekly League, an association similar to the Wisconsin Daily League, was organized by leading publishers of weekly, semi-weekly and tri-weekly newspapers at a meeting held in Madison, February 22nd. Eighty-nine publishers agreed to join the league, and many of them were in attendance at the meeting.

John F. Kuypers of Depere was chosen temporary chairman and J. Walter Strong of Elkhorn temporary secretary. The aims, purpose and advantages of organization were outlined by W. H. Bridgeman of Stanley.

The following committees were appointed by Chairman Kuypers:

Organization—Merlin Hull, Black River Falls; F. Zimmerman, Burlington; E. K. Scott, Shawano; A. Comstock, Oconto; F. Sullivan, Campbellsport.

Constitution—F. A. R. Van Mater, New Richmond; E. E. Howe, Prairie du Chien; P. Williamson, Neillsville; H. L. Hoard, Ft. Atkinson; W. H. Bridgeman, Stanley.

* * *

CENTRAL WISCONSIN PRESS

Newspaper men from Marshfield, Owen, Medford, Mosinee, Marathon, Manawa, Stevens Point, Plainfield, Stanley, Clintonville, Wausau and Waupaca attended the sixth annual mid-winter meeting of the Central Wisconsin Press Association on February 28th. There was an afternoon program and business meeting and in the evening a banquet and post-prandial session. Addresses were delivered by J. R. Piffner of Stevens Point and J. L. Sturtevant of the Wausau Record-Herald, who spoke on "Our Part in the Fifth Liberty Loan," followed by toasts and responses by representatives of each county.

Officers elected were: President, E. S. Bailey, Marshfield; Vice-president, Frank Leuschen, Marathan; Secretary-treasurer, B. E. Walters, Mosinee.

TWO MANUFACTURERS UNITE

Charles Seybold Purchases Busines of Oswego Rapid-Production Cutting Machines

The business of the Oswego Rapid-Production Cutting Machines has been purchased by Charles Seybold, President of the Seybold Machine Co. This important move by these two large concerns is the result of recent negotiations and careful arrangements to conserve the same prompt and efficient service as before with the increased volume of business that is in hand.

Both the plants of the Oswego Machine Works at Oswego and the Seybold Machine Co. at Dayton will be fully engaged in production for some time with business actually in hand, and the present growing export business actually in hand, and the present growing export business and the very large export business imminent will doubtless make further large plant additions necessary.

The trades will be glad to know of this move because it will mean further economies in production and at the same a conservation of all the care in construction that has made the cutting mchines of these two concerns famous throughout the world.

HANSEN TYPE FOUNDRY ISSUES NEW SPECIMEN BOOK

The Hansen Type Foundry of Boston, Mass., has issued a new specimen book of type faces. The book is well designed and is easily handled, as its size is 4½ x 9 inches. It shows in a most attractive way, the latest faces of type cast by the foundry and includes a display of brass rule, and attractively arranged descriptions of printing machinery and supplies.

This foundry had a modest beginning in 1872, but its business has steadily grown until the salesroom and manufacturing departments now occupy the entire six floors of the commodious building at 190-192 Congress Street, with a branch store at 535-531 Pearl Street, New York, and selling agents in several of the larger cities.

RECENT PURCHASERS OF LINOTYPES

Dallas (Texas) Hargreaves Printing Co.; Chicago (Ill.) F. J. Stevens Co.; Brookfield (Mo.) Argus; New York (N. Y.) Federal Printing Co.; Akron (Ohio) Evening Times; Worthington (Minn.) Globe; Springfield (Ill.) News-Record; Chicago (Ill.) Mrs. A. D. Miner; Janesville (Wis.) Gazette; Oakland (Neb.) Independent and Republican; Waco (Texas) Times-Herald; Clinton (Mass.) Item; Detroit (Mich.) Standard Composition Co.; Harrisburg (Pa.) Pub. House of the United Evangelical Church; New York (N. Y.) The Ad Press; New York (N. Y.) Tribune; Amsterdam (N. Y.) Recorder and Democrat; Albany (N. Y.) La Gazetta di Albany; Blackwell (Okla.) Tribune; New York (N. Y.) Albert O. Jennings; Sharon (Pa.) Herald; Chicago (Ill.) The C. H. Morgan Company; Detroit (Mich.) International Pub. Assn.; Michigan City (Ind.) Dispatch; South Bend (Ind.) The News-Times; Nampa (Idaho) Coöperative Publishing Co.; Los Angeles (Cal.) International Printing Co.; Freeport (Texas) News; Mt. Clemens (Mich.) Rural Publishing Co.; New York (N. Y.) Tribune; Vernon (Texas) Weekly Call; Corpus Christi (Texas) Caller; Dearborn (Mich.) Independent; Canton (Ohio) Daily News; Montgomery (Ala.) Advertiser; Waterbury (Conn.) Democrat; Boston (Mass.) Court Square Press; Chambersburg (Pa.) Public Opinion-People's Register; Boston (Mass.) Herald-Traveler; Lexington (Tenn.) Republican; Danbury (Conn.) News; New York (N. Y.) The Hepner Press; Blackwell (Okla.) Daily News-Weekly Sun; Langdon (D. C.) The Pathfinder; Glassboro (N. J.) Board of Education; Norwich (Conn.) Bulletin; Waltham (Mass.) Evening News; Platonia (Texas) Argus; Cambridge (Mass.) The Advocate; New York (N. Y.) Tribune; Eau Claire (Wis.) Telegram-Leader; Wilmington (Del.) Morning News; Dallas (Texas) Egan Printing Co.; Columbia (S. C.) Southern Christian Advocate; Lawton (Okla.) Daily News; Peru (Ind.) Journal; Indianapolis (Ind.) C. E. Pauley & Co.; Fairfield (Ill.) Wayne County Examiner; New York (N. Y.) Federal Printing Co.; New Rockford (N. D.) State Center; Chappell (Neb.) Register; Rock Island (Ill.) Argus; Memphis (Tenn.) Press; New York (N. Y.) The Ad Press.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

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FOR SALE—A GREAT BARGAIN—8-PAGE SCOTT Rotary Press, taking 33½-inch rolls. If you are considering installation of a press of this type it will pay you to correspond with Foley Railway Printing Co., Parsons, Kansas.

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DIRECT ADVERTISING AND HOW U. T. A. PRINTERS CAN "CASH IN" ON IT

[The following article (originally issued in booklet form) was prepared by the Advertising Bureau of the United Typothetae of America as part of a great campaign of education, made possible by the "Three Year Plan," in which manufacturers and supply houses of the printing trade have coöperated unselfishly and enthusiastically. The thoughtful and intelligent reader will appreciate the significance of the plan and will rightly estimate the vast contribution to the building up of the printing industry which will follow its adoption by the membership of the big international association of master-printers.—Editor.]

IRECT Advertising or, in other words, Advertising which requires the use of Printed matter, such as Catalogs, Booklets, Folders, Broadsides, etc., constitutes a highly important part of most Advertising and Selling programs.

To a greater or less degree, Direct Advertising can profitably be used by practically every variety of Business—by manufacturers, wholesalers, retailers; large and small—wherever located.

In many instances, Direct Advertising is the only form of advertising employed in the exploitation of merchandise.

The full, result-getting power of Direct Advertising has never been adequately realized, but its use has increased tremendously during the past ten years. Even so, it is still in its infancy as a recognized business-building factor.

An Advertising Medium Wholly Dependent on Printing

Because Direct Advertising cannot be done without the aid of Printing, it is obvious that Direct Advertising belongs peculiarly within the province of the Printer.

But the astonishing truth is that only a comparatively small number of Printers have made any pronounced effort to develop this important, desirable and profitable source of income.

It is safe to say that any Printer who will give serious attention to this branch of the Printing business, can materially improve his condition while at the same time helping to improve the business conditions of his customers.

In behalf of its membership, the United Typothetae of America has definitely undertaken the task of providing a system for the development of Direct Advertising to show U. T. A. members how they may "cash in" on it to their great and lasting benefit.

A National Campaign of Four Important Angles

The groundwork in the development of Direct Advertising in behalf of U. T. A. members is being laid through the National Advertising which is being done by the United Typothetae of America in full-page space in the Saturday Evening Post, Literary Digest, Nation's Business, Associated Advertising and Printers' Ink, for the following purposes:

First: To preach the doctrine of more and better Direct Advertising.

Second: To acquaint business men everywhere—north, south, east and west—with the U. T. A. emblem or Trade Mark, which is the only means of identification of a U. T. A. Printer.

(It is thus apparent that every member of the U. T. A. for his own protection and benefit, should display this Mark of Membership on his business stationery, his office doors and windows, and on his shop exterior. The importance of thus identifying his shop with the National Advertising of the U. T. A, cannot be overestimated.)

Third: To inform buyers of Printing concerning the aims and ethics of the U. T. A., and to point out the advisability of doing business with U. T. A. Printers.

Fourth. To bring to the attention of buyers of Printing the fact that the U. T. A. members are in a position to render worth-while service in the preparation and production of Direct Advertising, and how this highly specialized Service is made possible and available.

To become a Master Printer requires years of devoted study and experience.

As a parallel truth it may be said that before one can lay claim to being an Advertising Specialist, he also must have had years of study and experience.

There is no Royal road to becoming either a Master Printer or a Master Advertiser.

Thus while a man may be a Master Printer, it is no indication that he is also proficient in Advertising knowledge.

Dependable Counsel from Practical Experience

Recommendations for Advertising involve the expenditure of the "other fellow's" money. Therefore a Printer who is not experienced in Advertising matters should never presume to offer unsupported counsel on how to

invest money in Advertising.

How, then, shall the Printer who is without experience in Advertising matters, proceed to equip himself to offer dependable advice and counsel to his customers?

Here is the answer to this important query:

The United Typothetae of America, sensing the need of its membership for dependable Advertising Service in behalf of customers and themselves, has established at the General Offices in Chicago, an Advertising Bureau under the direction of long-experienced Advertising specialists. The assistance of this Bureau is available to every member in good standing.

Two Plus Two Exceeds Four in Referring to Ideas

While those members of the U. T. A. who maintain Advertising Service Departments may not need the active assistance of this Bureau, it is suggested that interchange of ideas and opinions may be mutually beneficial.

It is further suggested that Members located in larger cities and towns will find it to their advantage to utilize the services of local Advertising specialists instead of calling upon the Advertising Bureau which (it should be clearly understood) does not desire to compete with, or take business away from, any responsible Advertising Agency or Advertising Specialist.

The Advertising Bureau will, however, be pleased to coöperate with U. T. A. Members and their customers in an advistory capacity, in the event that such assistance be deemed desirable.

Sound Business Growth a Matter of Wise Advertising

Every large manufacturing, wholesale and retail business was at one time small.

In all probability, Advertising, in some form, has helped to make it grow.

Whatever its present size, the judicious use of Direct Advertising can aid materially in increasing almost any business.

The result-getting value of Direct Advertising depends upon

(a) Its preparation.
(b) Its use.

But before it is prepared, the uses to which it is to be put must be determined, and before the uses of Direct Advertising can be determined, a careful study of existing business conditions must be made.

In other words, the needs of a business should first be analyzed before any recommendations are made as to the uses for and the preparation of Direct (or any other form of) Advertising.

The above points are made to indicate to Printers the importance of getting safe Advertising and Merchandising advice before attempting to make recommendations to their customeres for the investment of money in Direct Advertising.

Hence, the Advertising Bureau, to make its services of utmost value to a Printer or his customer, must be provided with specific first-hand information concerning the details of a business, before it can undertake to offer advice or recommendations for advertising.

One Means of Gaining Full and Precise Information

To make it easy for a U. T. A. Member to obtain this needed information from a customer, the Advertising Bureau has prepared a Questionnaire, copies of which may be obtained by members on request.

* * * * * * * * * * *

Useable Business Ideas Too Valuable for Free Distribution

Recommendations for Direct Advertising or for Merchandising procedure are never supplied by the Advertising Bureau to Prospective customers of Printers.

In other words, such service cannot be secured by members who wish to obtain it to "land an order" from some desirable "prospect."

The reason for this attitude is that constructive, business-building Ideas and Advertising Recommendations in detail are too valuable to be supplied to anybody but an actual customer.

One Way to Sidestep the "Prospect" Who Never Buys

There are any number of business concerns who try to operate on the unfair principle of "milking" every Advertising man or Printer they meet, seeking to get Ideas without paying for them.

Numerous instances could be cited, where Printers in competition have gone to the expense of preparing costly booklet or catalog "dummies" on the mere invitation of a prospective customer when all the prospect had in mind was to "milk" Ideas out of each competive Printer and then turn them all down after having seen the good points of each "dummy" and appropriated them without cost.

Doctors, Lawyers, or Advertising men of worth-while standing in their professions, do not "give away" their experience or brains to any Tom, Dick or Harry who asks.

U. T. A. Printers should conduct their business—the noblest craft in the world—on the same high plane of self-respect.

On the other hand, members are free to consult with the Advertising Bureau as to the proper methods of procedure in approaching a desirable "prospect" to win his confidence and his orders for Printing.

Whenever you think you need the kind of help the Advertising Bureau is equipped to render—write freely and frankly.

This is the Service by Which U. T. A. Members Profit

Read how the Advertising Bureau makes its Service available to U. T. A. members and their customers.

First: In talking with Customers it is advisable that members make special mention of the Merchandising counsel in addition to Advertising counsel which they are in position to render.

Merchandising problems include:

(a) Giving Trade Mark names to goods.
(b) Designing Trade Mark emblems.
(c) Methods for distribution of goods.
(d) Improved "packaging" of goods.
(e) Logical markets for goods at home and abroad.
(f) Developing new sales territory.
(g) Tying up the Sales efforts with the Advertising.
(h) Importance of window displays and all forms of local advertising and others.

(The Advertising Bureau is able to deal with problems like the above and to offer desirable advice and counsel which might not be readily obtained elsewhere.)

The U. T. A. Printer being in a position (through the Advertising Bureau) to coöperate with a customer in working out his selling problems, can establish himself strongly in the cusotomer's confidence if he goes about it in the hight way.

An "Approach" to the Customer That Gains His Regard

Second: The following is recommended as being a safe and sane method of procedure for members who desire to benefit from the coöperation of the Advertising Bureau.

(a) State to the customer, frankly, that while he (the Printer) may not himself be an experi-

enced Advertising or Merchandising man, nevertheless,

(b) That he is a member of the United Typothetae of America which is composed of the leading printers of the country, and

(c) That this organization of Master Printers (for the exclusive use of Members) a competent Advertising Bureau to which a customer's business problems (on advertising or merchandising) may be submitted in absolute confidence, for the purpose of obtaining dependable advice and counsel.

Leading the Interview to the Questionnaire Climax

(d) That in order to serve the customer to his best advantage, it will be necessary to get certain fundamental information upon which the Advertising Bureau can base its recommendations for increasing the business.

(e) Discuss with the customer his desires—find out what he has in mind; what it is he wishes to accomplish in detail, if possible.

(f) Then produce the Advertising Questionnaire and there and then try to get the answers to the questions.

(Do not, if possible to avoid it, leave the Questionnaire over night with the customer. If he cannot take the time then, tell him you will call again when he can take time to go over each question with you, answer it and get it off his mind so that the Advertising Bureau can get busy in his behalf without dedelay.)

How the Customer Gains First Favorable Impression

The very fact that your "approach" has been business-like, and that you have so much more to offer than the average Printer, at once establishes you on a higher plane than some of your competitors are likely to have gained.

The customer will furthermore, in all probability assume that you are in a position to supply a great deal more and better advertising service than it may be possible to obtain so readily elsewhere.

As the Trade Mark of the U. T. A. becomes more and more familiar through persistent advertising, and as the aims and high business principles of the U. T. A. become better known, it may safely be presumed that buyers of Printing will choose to do business with Printers who are known to be Members of the United Typothetae of America.

That is one great purpose of the U. T. A. national advertising—to boost the business of Members.

In many respects every U. T. A. member today is in a position similar to that of any big department store carrying a nationally advertised product. The magazines, the street car cards, the posters, newspapers, folders, booklets, etc., carry the message to the cosumer. He receive a variety of favorable impressions. His interest is aroused.

But there must be a hook-up.

So the store displays the goods on its counters and in its windows. It mentions the product in its own newspaper space, in its own folders, house organ and envelope enclosures.

Then the potential customer learns where to get the goods.

And he follows the trail that advertising blazed.

Connecting Link Essential to Success of This Advertising

U. T. A. Advertising will inspire interest—but only you can crystallize that interest in the form of business for yourself.

Use the U. T. A. emblem on your stationery. Display it in your windows. Reproduce it in your newspaper advertising. Issue a folder or booklet from time to time, further "merchandising" the emblems and its significance to the buyer of profitable printing.

That is YOUR hook-up! Use it!

But every Member should be wide-awake to the fact that he must measure up to the ideals and ethics of the U. T. A. if he expects to share in the lasting benefits which this great campaign of National advertising opens up to him.

Should a customer fail to get a square deal from a U. T. A. printer, all the advertising in the world will not tempt that customer back again.

You know how it is yourself. When any one "double crosses" you once, that settles it! He does not get the chance to do it the second time.

And that's how it works with the "other fellow."

As a matter of plain business "policy" (leaving "morality" out of consideration entirely),

IT PAYS TO BE A U. T. A. PRINTER—IF YOU LIVE UP TO IT!

The Advertising Bureau of the U. T. A. makes it possible for any member to live up to the Advertised claims that he "is in position to supply, if wanted, dependable Advertising and Merchandising Counsel."

It is up to the individual Member himself to live up to the other Advertised claim of Business Integrity.

TAKE YOUR OWN MEDICINE

Too frequently one hears a country publisher criticising his merchants because they don't advertise in his newspaper when he himself is guilty of the same "offense."

There is hardly a country newspaper publisher who does not run a job department. This branch of his work is, or at least should be, just as much a business in itself as the local shoe store, the harness shop and the other stores in the town. But few country publishers really advertise their own businesses intelligently. Why should those that overlook this advertising opportunity entirely, when they ought to be the first to see its possibilities, expect the merchants to do something that, from all appearances the publisher doesn't think advisable or at least not important enough to give any attention. "Why don't you take some of your own medicine, if it's so good?" Even if the merchants don't ask that question, the fact that the country publisher can point to his own advertising as a good example of what to do should help him convince merchants they should advertise.

But aside from the possible effect on other advertisers, local advertising for job work can be made a success. There are some publishers who are doing it right along. The farmer has been "educated" to the point where he appreciates that he can benefit by the use of letter-heads and envelopes of his own; he frequently wants sale-bills and other printing done. It is safe to say that if there are two job printing offices in a vicinity and a farmer has some work to be done he will unconsciously take it to the office with whose work he is most familiar.

Sure, it will take a little work to map out and plan

a good local advertising campaign for your own shop, but remember you can make such a campaign serve a double purpose—(1), it can be made to pay for itself in increased job work and (2), it will be worth while as an example to the merchants in your town.

"One good way to get merchants to advertise with you is to show them how," said a successful country publisher the other day. We know that to be true and what is more, many country publishers are finding that their own business responds to up-to-date sales efforts—just as quickly as any other.—Building Trade with Farmers.

JOB OFFICE BIG AID TO A NEWSPAPER

By E. J. Aberle, Manager Job Printing Department, Brookly Daily Eagle, Brooklyn, N. Y.

Is there a single newspaper in the country without its own job printing department that hasn't, at times of great pressure, devoutly wished for it; an efficient auxiliary force that could be commandeered to the limit and accomplish the impossible? The Brooklyn Daily Eagle has such a plant. The foresight and decision which at once set about establishing it have never ceased to be a cause for congratulation. Not only has the department grown so that it is the largest of its kind in the East, but it has risen to almost impossible heights of efficiency under the pressure of some urgent need for the honor of the newspaper. It has been a successful enterprise financially from its inception, and on occasion, as in the seething, rioting times of the pre-Civil War days, has become an instrument of almost incalculable value in the discharge of patriotic duty.

Coöperation with Newspaper

There is no man asleep at his post on this newspaper; but with a high sense of loyalty each man turns into its proper channel every bit of news that comes his way. This unity and loyalty in a common cause are at the bottom of the success of the job printing department. It has the coöperation of the news room for tips respecting prospective work. In turn, the work of the job printing department disseminates over the city and adjoining towns the name Brooklyn Daily Eagle, which probably contributes something in the way of circulation. A notable instance of this coöperation is worth citing.

At the entrance of America into the arena of war every one will recall the vast undertakings of the Government in classifying its adult population for prospective service. There came a time when the local draft boards were getting low in their supply of exemption blanks. Somebody had misjudged the need. A wide-awake reporter discovered it, went straightway to the head of the job printing department with his tip and a sample blank. It was enough.

The head of the job printing department, learning of the scant supply in the hands of the local draft boards, compared it with what he knew would be required to meet the Government's call for men, and decided to act. He went to the Adjutant-General's office and asked if the Brooklyn Daily Eagle Job Department could supply them with blanks. He was told that authority couldn't be given him, but that if he wanted to go ahead on his own responsibility, to do so. He went ahead, and the day came when the Government deficit in blanks was so great that his department was called upon to supply blanks, not only to Brooklyn and Long Island, but to nearby Jersey cities, Manhattan and The Bronx. This was far more than merely good business in purpose and fact.

Through this timely action the department was able to expedite the work of the local draft boards, and the credit was given, quite naturally, to the newspaper.

Another instance in which the job printing department "jumped in" and made friends for the newspaper was one in which a rival firm had underbid and taken a job that had to be gotten out in two weeks. Ballots were to be printed for a State Convention to be held in Syracuse by a large national organization. On the Thursday night preceding the Saturday when the ballots were to be required but one-fifth of the job had been finished and the rival firm frankly declared itself unequal to the task. In spite of the incident of the rejected bid, the national organization besought the aid of the Eagle job department. The whole force turned to the work and it was got out on time; a generous recompense was paid, with a good-will that has never failed since.

Aids Other Departments

In a borough so full of local and sectional interests as Brooklyn, this coöperation cannot be undervalued. There seems no reason why it could not be developed successfully in any city for the mutual benefit of newspaper and printing-room. Again and again it has been possible for the sports editor or the social editor to refer to the job department the inquiry of a contributor, "Where shall I have the announcements (or tickets) printed?" And very frequently, from the job printing department there is sent to the news room news of approaching events, sometimes of minor importance; sometimes of promising value.

In the recent patriotic drives this coöperation has been of inestimable value. The leaders of these movements were, in most cases, among the most prominent citizens and their orders for printing found their way to the Brooklyn Eagle job printing department just as naturally as the news of their drive went to the news room. Many an eleventh-hour job has won a "well done" from some influential subscriber, which has had no little share in building up the great friendliness and support of the Brooklyn public.

Supplies Missing Facts

A very valuable asset to the job printing department of the Brookly Daily Eagle is "The Morgue," presided over by a very much alive individual, whose activities belie the name to scorn. But dead men's secrets are there and photographs and cuts of everything that ever was or tried to be (almost). So when the fire insurance company sends down an order to the job department for a new advertising booklet, the first thing the head of that department does is ring up Mrs. Hartman, the live caretaker of dead men's secrets: "Gotta big blaze among your cuts?"

She's got it, right enough, but Mr. Manager doesn't get it until he's signed and sealed for it. There are cuts of starving infants for the charity pamphlets, rising politicians for campaign advertising and cuts of women aspirants for the assembly district balls.

That isn't all. The morgue supplies all the facts that are always missing when exact information is required about anything, so that not only does this department turn out a good mechanical job, but is ofted called upon to draft a biography or produce a sob story that shall open the purse of the hardest hearted. Further, because of its connection with the paper, it has a variety of mailing lists quite unequaled by rival printing houses.

REVIEW OF JOB PRINTING

Address all communications to Alfred R. Gardner, 4610 Ravenswood Avenue, Chicago, Ill.

ONE of the finest specimens of printing which it has been our privilege to examine for some time is a volume from The Detroit News containing a narration of its birth and development and a description of the new building which it occupies. The work is a book of about one hundred pages, 8½ x 10½ inches in size, printed on smooth antique, deckle-edge stock of excellent quality. Beautiful typography, well selected engravings and perfect press-work make it a book which any printer would be glad to possess. The pastel illustrations by James Scripps Booth, showing the former homes of The News, are very interesting on account of the historical information they convey and because of their artistic merit. The title page, head band and initials are printed in four colors and black from plates of very intricate design that to a considerable extent give the effect of some of the best work found on old illuminated manuscripts. The job was designed and printed by The Franklin Press of Detroit.

* * *

The writer is a firm believer in printing of the best quality, which can only be sold at a high price. But price doesn't make quality, and if you are going to charge quality prices you must expect to deliver the goods to correspond. There is an excellent field for printers of the better class where competition is comparatively limited, but those who undertake to do this work should remember that every job must sustain the reputation of the house once it is obtained. Nearly every failure in this line can be traced directly to the fact that the quality of the output has been allowed to deteriorate after a reputation is secured. The endeavor to save on stock, to rush things through at a critical moment or to hire cheap help are temptations which very few can long resist, and if tried always result in disaster where first-class work is expected. Then again styles change with the passing time and unless a house is sufficiently progressive to keep up to date it will soon be outdistanced by others who have kept in closer touch with advancing improvements. This means more than buying new equipment, for within the memory of most of us styles in typography have changed very greatly, methods of press work and composition are different and inks and paper are not what they were; all have improved wonderfully, while the bindery is almost a new business. At this time the improvements being made in some of the methods of producing the better grades of work make it difficult to tell just what equipment will prove of sufficient permanent value to be a safe investment.

All these elements and more must be taken into consideration in doing this class of work, but the returns are ample and in addition there is a facination and satisfaction in doing work better than others that cannot be found in any other line of business.

* * *

These are times when people who can, need to do a lot of good hard thinking. The more we possess of this world's goods and knowledge the more we owe the other fellow and the more we need to think. Above all don't get excited or fly off the handle.

There is plenty of opportunity to use good common sense; use it every day and in liberal doses Don't try to conserve the supply; others might attribute your efforts at conservation to other causes, besides the stuff will not keep well in storage.

Don't cut prices yet; if your prices have been honest. The present condition of the labor and material market does not promise much profit from commercial suicide and there is no immediate prospect of a change that would.

Possibly you will find a bolshevik ghost around your den—don't start the fire alarm—it need not be any more harmful than the ordinary run of ghosts. They are human, or may have been—don't run—let them do it.

We are hearing a lot of rot about the need of "organizing" to combat the present condition of unrest, whatever it may be. But why the need of a new club, society, lodge or soviet whenever a new shadow crosses the path? Just a little old-fashioned honesty will turn the trick. A little de-organizing might not be a bad thing if done right.

Germany is the mother of "organizing" and look at the brood she has hatched. Russia and Germany are trying out the club-society-lodge-soviet idea and each is endeavoring to prove itself a kingdom of unrivaled deviltry with good prospects of success. If each of us will practice individual honesty they will never feel at home in our family.

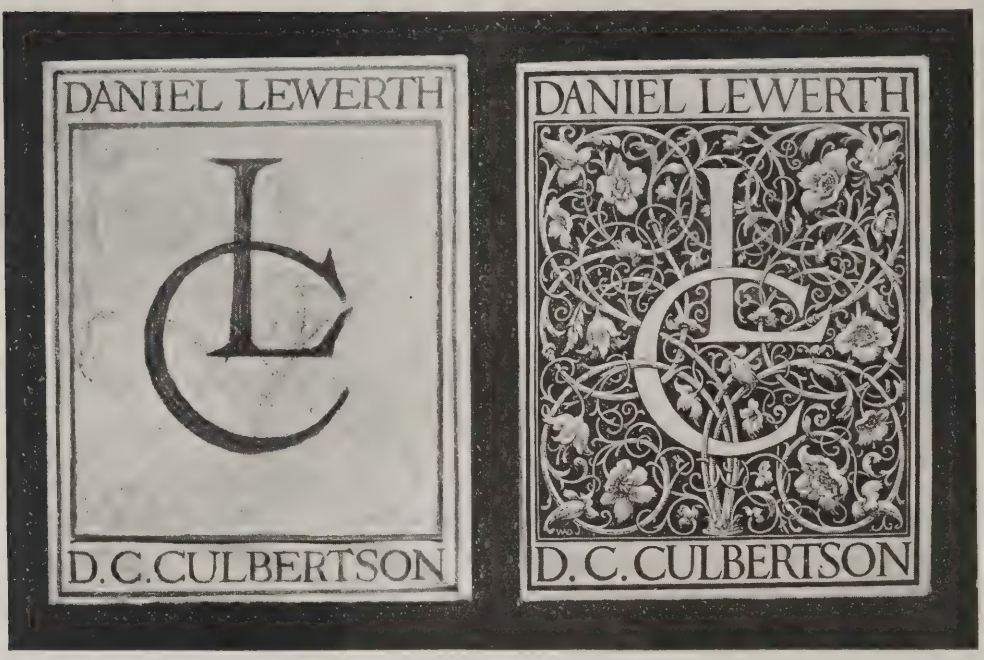

Figure 1.—The Dummy and Finished Cover

A little more of the policy of doing to *all* people as we like to have all people do to us will solve the problem. Ever since history began, individuals, organizations and governments have endeavored to in some way evade or limit the application of this principle but have never made any success in doing so, and never will. It is the time to stop efforts along that line.

The club-union-lodge-soviet idea reserves the best in society for the gang and is not honest. It bears the German trademark in whatever form it may appear and ought to go to the same place as the rest of her brood. They've got a good start in the right direction. Don't set the brakes.

Be honest with yourself and all others and there will be no bolshevism or any other ism and no need of any. Set type, print, get an honest price for the work and you will have done your share toward "preserving civilization."

* * *

The value of preliminary work in doing the better grades of printing is well illustrated in two of the halftones accompanying this article. The working out of these pages shows the close relationship between what was planned and what delivered. By getting a sure grasp of all the details of the job befor the printer starts, all the different elements of the work fit together as originally intended, with the result that the finished book gives the customer exactly what the dummy led him to expect. Figure 1 shows a reproduction of the cover of a book announcement of the new firm of Lewerth & Culbertson, paper dealers of New York City. In the view we are showing the cover of the original dummy on the left and the cover of the finshed announcement on the right. The same idea is followed in Figure 2, which shows one of the inside pages. Although an attempt was made to revise the introduction so that some other letter could be used for the initial, this was finally given up and Mr. Dwiggins fitted the lettering and decoration to the irregular character of the R. The typography was so carefully planned in making the dummy that the text set in the size specified, fitted exactly into its allotted space. The book was set in 24-point Cloister Old Style, with two-point leads between the lines. The text pages were printed on 50-lb. white antique finish cover stock with double fold. The pages were 10x13 in size. The original dummy and rough sketches were produced

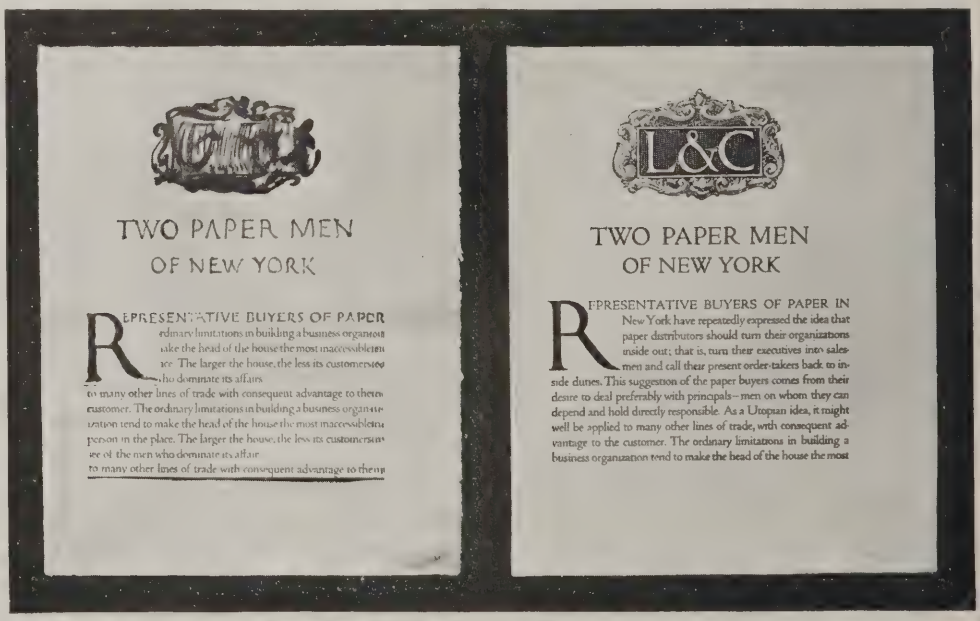
TWO PAPER MEN
OF NEW YORK
REPRESENTATIVE BUYERS OF PAPER
L&C
TWO PAPER MEN
OF NEW YORK
REPRESENTATIVE BUYERS OF PAPER IN New York have repeatedly expressed the idea that paper distributors should turn their organizations inside out; that is, turn their executives into salesmen and call their present order-takers back to inside duties. This suggestion of the paper buyers comes from their desire to deal preferably with principals—men on whom they can depend and hold directly responsible. As a Utopian idea, it might well be applied to many other lines of trade, with consequent advantage to the customer. The ordinary limitations in building a business organization tend to make the head of the house the most

Figure 2—A Sketch and the Finished Page

by Mr. E. P. Archibald of Boston while Mr. W. A. Dwiggins, also of Boston, executed the drawings and lettering.

The portraits of Mr. Lewerth and Mr. Culbertson, were printed on coated paper and tipped on the page. The halftones available at the time were flat and very poor. The pronounced success of this feature of the work was secured by making four impressions, one over the other while the ink was wet. The first impression was taken with black ink and the three following impressions were made with brown ink, the gauges being shifted slightly to prevent the dots from printing in the same spot. The final result was a proof of unusual brilliancy, almost equal to a photographic print.

* * *

Six of our best magazines have formed a co-operative association and are advertising a combination rate for page advertisements in their publications. They call themselves "The Quality Group," and are using a series of mailing pieces of very fine quality, some of which we are reproducing in Figure

Figure 3.—Magazine Advertising Direct by Mail

Mr. Lewerth and Mr. Culbertson

3, to put the idea across. Each folder is sent out in a special container and is backed with cardboard which has been papered over to give it a quality appearance. When the magazines advertise direct by mail they spare no expense in their effort to do it right. Mr. Edward Healey, who is in charge of this campaign, writes, "We have had many letters and much comment from periodicals, advertising agents, and the like, regarding the quality of this campaign and its impressiveness; also concrete evidence in the form of orders for the Quality Group Magazines." The six magazines are the "Atlantic Monthly," "Century," "Harper's Magazine," "Review of Reviews," "Scribner's" and "World's Work." We are indebted to Direct Advertising, Boston, Mass., for the use of plates appearing in this department this month.

* * *

Printers who contemplate increasing their composing-room equipment should look into the merit of the Challenge Mammoth Iron Furniture. It is light, accurate and practically indestructible, and for filling large vacant spaces in a form is the only thing to use, especially for color work. The writer has advocated the exclusive use of iron and steel as lock-up materials for the past ten years, but it is only recently that manufacturers have been making this furniture in the larger sizes. The Challenge Machinery Company is now making it in sizes up to 60 x 120 ems pica. It will cut down the time required for locking up, secure better register and prevent many work-ups.

One would almost know without being told that a woman had a hand in the making of this Norfolk (Neb.) Press, the first page of which is shown as Exhibit 12, because there is that distinctive "touch of art" which a woman's hand can so deftly convey. The Press is made by W. H. and Marie Weeks, with the latter as editor. It is a very beautiful newspaper, is this Norfolk Press, and just as serviceable as it is pretty. The editorial department, under the title, "A Few Thinks by the Old Man," is not least among this paper's excellent features. Advertising patronage seems to be remarkably light. It would indicate that the Norfolk business concerns need education along the line of the value of printers' ink as a business builder.

THE NORFOLK PRESS

VOLUME XVIII — Norfolk, Nebraska, Thursday, January 30, 1919 — NUMBER 1

WEST POINT WOMAN JUMPS TO HER DEATH

Mrs Herman Heitmann, Well Known in Norfolk Committed Suicide Thursday

MAN TAKEN BY THE POLICE FROM QUARANTINED HOUSE

Women of Norfolk up in Arms at Action of Police in the Matter of Quarantine Law—Charge Partiality—Violation of Health Rules—Lack of Consideration

NEWSPAPER AS POSTER

PLUMMERS ROAD BUILDING THE ISSUE OF THE DAY

DAN SCHNIEDERBERG HOME FROM FRANCE

SENATORS VISIT STATE INSTITUTION HERE

NORFOLK BOY TURNED DOWN POLITICAL JOB

BUILDING UP HERD

HOME FROM THE NAVY

KILLED IN ACTION

Exhibit 12

THE NORFOLK PRESS

VOLUME XVIII — Norfolk, Nebraska, Thursday, January 30, 1919 — NUMBER 1

WEST POINT WOMAN JUMPS TO HER DEATH

Mrs Herman Heitmann, Well Known in Norfolk Committed Suicide Thursday

Mrs. Herman Heitmann for years a near neighbor of the Press editor at West Point, jumped to her death from a seventh story window in the Brandeis building in Omaha Thursday afternoon. Some years back Mrs Heitmann's little son was ground to death in a corn sheller and the torture to her mind at the time seemed to have left her different ever after. She had been more dependent the past six months, the war and the flu epidemic effecting her depressingly. She was ill with influenza for some days and it left her weak and more dependent. Her husband being to effect a cure took her to St Barnard's hospital at Council Bluffs, employed a trained nurse for constant duty and a physician skilled in mental as well as physical damage. He did everything but everything done for her known to science and I refer to cure. She returned home Thursday last to take her to the big stores to do some shopping. They went to the Brandeis building to call on a phonograph she wanted to see. She asked to go to the ladies dressing room. He finding no use with her but was prevented by the maid in charge. To find the maid in watch for her, before the latter could prevent Mrs. Heitmann herself passed through the window falling but a few inches from a passer-by. Two children and the husband survive. They had just taken possession of a handsome new home, built at her wish. She was a woman of more than ordinary intellect, dreamy, ideal loving. She was a wonderful wife, mother and friend and as such will be mourned always. To those who loved her our heart goes out—other words are of her all these years must be their comfort now.

Mrs. Heitmann was the aunt of Warren Heitman with the noteworthy exception of corps with Pershing in France and who grew up in Norfolk.

BUILDING UP HERD

R. E. Fish, a leading farmer of the Kent Siding neighborhood says of himself: "I am in the habit of high-priced feeds to keep anything but the best blooded animals about the farm. The other day of scrub cattle in grass according to Mr. Fish, who is engaging a herd of ordinary cattle with Herefords, having disposed of his grade stock at one time last Friday. Mr. Fish recently brought in a car-load of Herefords and sold them at farm figures. He was so well pleased with the way people attended the sale and bought the cattle cattle offered that he chipped in a second car of Herefords from Morrow county, reached here last week, having received an honorable discharge from the navy.

HOME FROM THE NAVY

Seaman Jack Dufobey, until a few weeks ago treasurer of Madison county, reached here last week, having received an honorable discharge from the navy.

POLLS WE KNOW

Just a few hours of extreme anxiety on part of men Nebraska men and women were spent all of them, women, very hectic and tension like the rest of us. None of them were good or even bad but just every-day folks you like or meet, neighbor with and like them.

They are going to have a new postmaster over at Bloomfield. The present incumbent, Mr. Hoover has announced that he may engage in business for himself. A competitive examination will be held at Wayne shortly and we are hoping "Hank" Hancock will land the office. "Hank" is eminently and well fitted for the place and we hope he will get it. He has been in the post office business for the past eight years and is entitled to the consideration of the powers that be. "Hank" is a democrat, a democrat of democrats, at that, but that's the last we couldn't let that stand in the way of appointment. He is a democrat and has been a democrat all his life and has given to it time, labor and money and helped do his bit toward getting it into power in the first place of patronage matters the past year or two. Let's remember a democrat democrat, at that, when it comes to time. Besides his attainments as a democrat Hancock is a good fellow, a hustler and a booster

THE COUNTRY NEWSPAPER AND THE COUNTRY MERCHANT

BY H. E. MILES, ADVERTISING MANAGER, MARYVILLE (MO.) TRIBUNE

[This is the first of a series of six articles dealing with the general subject of the vitally important relation of the Printer-publisher to his own advertising field: offering suggestions and information gained in the school of experience, the study of which will have a reflex benefit of great practical value. The theme of number two of the series, to appear in the May Number, is "Writing Advertisements that Sell Merchandise."—Ed.]

THE country newspaper has the greatest opportunity right now that it has ever had to make itself a commercial power and to profit accordingly. In the world's reconstruction advertising will play a greater part than it ever has done before and its influence will extend to everyone, great and small, who has anything to do with the distribution of merchandise.

Country town merchandising has undergone a decided change in the past few years. Farmers do not drive into town on Saturdays with a mule team and shop around the way they did years ago. Instead of that, they get into an automobile and go to town any time they please and buy what they want where they know they can get it. When roads are too bad to make the journey they use the telephone and have the goods sent out the next morning by the rural mail carrier. Small town merchandising is becoming very much like city merchandising in this respect and it is now possible to put on Monday sales in country stores.

It is quite evident that in order to keep up with this march of progress the country merchant needs advertising, and he needs advertising that will appeal to modern, up-to-date people. He has the best medium in the world in his local newspaper. The country newspaper is a more personal thing to its readers than the city daily because it tells them things about people whom they know by their first names. The local paper is read by every member of the family, and its advertisements are read with as much interest as its news, providing they are interestingly written.

The average country merchant is not an advertising man, nor is he big enough to employ an advertising man. For that reason he has never been a good advertiser and it is very common to hear him say that "advertising don't pay." Yet, when he is pinned down to facts, he is willing to admit that advertising has paid other men. He knows that it pays the city merchant and that it pays the mail order house. He knows that his outside competitor is doing more advertising in his trade territory than he is. What he does not know is how to make advertising pay him. The fact of the matter is, he doesn't know how to advertise.

It is going to be the privilege of every country weekly and small-town daily newspaper to establish an advertising service department for the purpose of showing the country merchant how to advertise, but before that can be done country newspaper men must make a study of scientific advertising. There are a good many small-town publishers who are pretty good advertising men, but there are also a great many who know less about scientific advertising than the average merchant, and added to that drawback is a total lack of merchandising experience.

However, the country editor will have to be the country merchant's advertising man if he wants the merchant to advertise, and consequently it is up to him to learn advertising. Advertising is not a faculty nor an art but an exact science like chemistry, and the man who attempts to use it without learning how stands the same chance of failure that he would if he went into a drug store and tried to put up his own prescription.

There are several ways of studying advertising, but the easiest way for a busy printer is to get some text-books on the subject or to take a course in one of the recognized schools of advertising.

Country newspapers should handle the advertising of their merchants in much the same way that advertising agencies handle the national campaigns, and it will be the aim of this series of articles to show how this can be successfully done.

Small city dailies are employing advertising men instead of solicitors, and these men must be able to consult with advertisers and advise them regarding plans and campaigns, or to write their advertisements for them if necessary. The publisher who does his own soliciting must be able to do the same thing, and in order to make the newspaper's advertising department successful it must really show results. In other words, these country advertising men must be able to write dealers' advertisements that sell goods. Otherwise merchants will be justified in their claim that it "don't pay to advertise."

"Advertising don't jerk; it pulls," and the country merchant must not expect large results from haphazard advertising. It is the steady, persistent, consistent advertising of the country merchant that eventually shows big gains in his business and keeps his cash register ringing, and it is the carefully planned campaign of advertising that will do him the most good.

For that reason, the advertising department of the newspaper should be able to plan efficient campaigns,

write business-pulling advertisements, secure cuts for illustrating the advertising, give advice as to size of space, timeliness and value of certain kinds of appeal, and be prepared to change the plan if it is not meeting with sufficient result. That is real advertising service, and there are not many country merchants who will not appreciate it after they have been shown what it will do for them.

In some communities it may be necessary to use propaganda to counteract the idea that advertised goods are high priced, and that the consumer pays for the advertising. A series of advertisements prepared by N. W. Ayer & Son are now being run in papers all over the country for the purpose of advertising Advertising. They are good advertisements and will doubtless have considerable effect by showing people what advertising has done for them in the way of helping them to buy better merchandise. Nobody pays for advertising—it pays for itself, and not only that but it cheapens the cost of production and distribution by creating larger volume of sales. This can be easily illustrated by the example of the gum manufacturer who dominates national advertising in his line. It is unnecessary to tell you his name.

Nationally advertised goods are the easiest to sell, and the country merchant who handles good, standard, well-advertised brands of merchandise and teamworks with the national advertising by local advertising, has a big advantage over the merchant who handles unknown products and keeps still about them.

Writing advertisements is much like writing news, and a good country editor should have no trouble in making himself an advertising writer by a little study. Advertisements, like news, must be interesting and in order to make them interesting the writer must know something about the things he is writing about. In conducting a merchant's advertising, then, it will be necessary to go to the store and find out as much as possible about the merchandise to be advertised. This can be done by talking with the proprietor or with the clerks and getting the selling arguments that they would use in selling the goods over the counter. In other words, the advertising writer must run down his story the same as he would run down a good news story.

The country newspaper publisher who will make a study of advertising will find himself able to do more for his community than he has ever done before. He will be able to draw trade to his own town; to get his merchants to employ co-operative methods in building business and boosting their town; to help organize community clubs to bring the farmers and the merchants into closer relationship and inspire confidence between them. In fact, he will find being the town advertising man a mighty good job and one that will give him business prestige, social distinction and financial profit.

It is often said that newspaper men are poor business men. But advertising men are not. In fact, the brightest business brains in the world are found among the big men in the advertising business. Some of these men are personally responsible for the biggest commercial successes that have ever been made. So if the country editor wants to graduate into the business man's class the quickest way for him to do it is to take up the study of scientific advertising.

H. E. MILES—AN AUTOBIOGRAPHY

Mr. H. C. Miles
Maryville, Mo.

In the days when the printers' devil had a hand in everything from setting type to casting rollers for the cylinder press, I started to learn the printing trade. Job printing was fascinating to me, but the only part of newspaper work that appealed to me largely was advertising, and I soon developed some ability as an ad compositor.

My first venture in the advertising business was in my apprentice days, when I started an advertising sheet under the name of The Trade Weekly. This was a four-page, four-column paper with nothing in it but advertisements, and was distributed free of charge to every home in the city. My first week's edition netted me about $18 and I thought I was a pretty good business man. The next week I printed another edition with a little less profit, after which I suspended publication on account of unfair competition. A great, big rough-neck bill poster started an eight-page, six-column sheet and put me out of business.

In the city of Milwaukee, where I worked at the job printing trade, I became interested in advertising through the production of follow-up literature. About that time I took a correspondence course in advertising. Some sport has been made of correspondence courses, and it might be hard for anyone who knows nothing about printing to get much out of such a course in advertising. But any printer can apply text-book knowledge to his printing sense and make himself a good advertising man if he will work at it. It was some years, however, before I began to realize how much I got out of that study.

Deciding to leave the big city work shops, I went into the country and bought a weekly newspaper. There isn't anything with so much grief in it that is half as much fun as running a country newspaper. It's a continual round of visiting, attending social functions, working nights, listening to kicks, losing subscribers, getting new ones and trying to scrape up money enough to meet the pay roll

If success can be measured by other things than money, I feel that I made some success in the country newspaper business, and it was during the time that I was running my paper that a brother editor came into my composing-room, and, looking over the forms, said: "Mr. Miles, I wish I had your recipe for getting advertising." At that time I didn't realize that I had a recipe. But a little analysis of my methods convinced me that the service I was able to give my advertisers through my knowledge of ad-writing was what was getting me the business.

About the only really profitable part of the newspaper business is advertising and when I discovered that, I made up my mind that a newspaper publisher should be an ad man. I decided to make advertising and merchandising a special study and began at once to take up the problems of the country merchant with a view of helping him to get more business. I found that the average small town was not getting 25% of the trade within its own territory; that mail order concerns in the large cities were taking a great deal of the trade from the country merchant, and the first mistake I made was to begin knocking the mail order business in my editorial columns.

It didn't take me long to find out why that was wrong after one of my rural subscribers came in and told me I was making a fool of myself. He showed me very clearly that the country merchant was to blame for all the trade losses he suffered. He explained that the mail-order houses advertised their goods with illustrations and descriptions and prices and even went so far as to send order blanks and addressed envelopes to the customer to make it easy for him to buy the goods. He said that the average country merchant didn't advertise and when he did he didn't tell anybody anything.

I concluded that the trouble with the country merchant was that he wasn't an advertising man nor was he big enough to hire an advertising man. Plainly, the man who was most interested in advertising from a financial standpoint was the newspaper printer. Then he should be the town ad man.

At the St. Louis Convention of the Associated Advertising Clubs of the World I found every branch of the printing and advertising business represented except the country press. I believe that the weekly and small daily publishers should organize an advertising club and send delegates to this convention, which is open to every member of the fraternity and which would give them an opportunity to get in touch with the live, up-to-date methods of the big men in the advertising business.

In my work as advertising manager of a small city daily I am devoting my entire time to the advertising problems of the country merchant. I believe that advertising can do as much for him as it has done for the big city store. I believe in co-operation between the merchants of a town to draw business to it and to extend its trade territory. I believe in community organization between the business men and farmers to boost every interest of the community. I believe in advertising and selling nationally advertised goods and team-working with the national advertiser to secure business for the local dealer.

Whatever success I have so far achieved as an advertising man has been on the principle of giving service and value received for every dollar spent for advertising by the merchant. Service is the present-day key-note of business success—service and quality, and not price, and it applies to selling newspaper space as well as to anything else.

HERBERT E. MILES.
Adv. Mgr. The Maryville (Mo.) *Daily Tribune*.

"FLAT VS. SLIDING SCALE"

Extracts from an Address by Thomas Rees, Publisher of the Illinois State Register, before the Illinois Press Association at the Convention held in Springfield, Illinois, March 14, 1919.

IN the matter of adopting a scale of rates whether it shall be on a flat rate basis or a sliding scale I am convinced after many years' experience that the theory of the flat rate is wrong, while that of the sliding scale is the correct principle of business. The only justification for the use of the flat rate is the matter of expediency. It simplifies matters and prevents controversies with advertisers who claim the minimum rate whether they are entitled to it or not. And for that reason may be used in the foreign field where the advertiser has many papers to deal with and the newspaper has many advertisers to draw from.

The conditions in the local field are entirely different and the few local advertisers who insert five or ten thousand inches per year and who advertise in the paper all seasons of the year, and on whom the success of the paper largely depends are entitled to a reasonably lower rate than the transient advertiser whose patronage cannot be depended upon and may drop in for a small space perhaps only one day in the year.

The publication of a newspaper is a continuous proposition. The overhead expenses go on regularly. The employes are employed by the year. The lease for the premises must be made for a year or more. Contracts for telegraphic service and for the supply of paper are for long terms. It does not seem proper, therefore, that the publisher should bind

himself under contracts of all kinds for the continuous publication of the paper and then depend entirely upon the whims of advertisers as to the revenue that he may receive from that branch of his business which must be the main source of his income.

It is not only desirable, but as a matter of safety it is necessary to have contracts covering your advertising. The larger those contracts are and the more of them, the better. To induce the advertiser to make a liberal contract a reasonable reduction in rate must be accorded him. This necessitates the use of the sliding scale. If the publisher charges the same rate per line or per inch for advertising whether the advertiser takes one inch or ten thousand inches, there is no reason why the advertiser should make a contract. No shrewd business man will enter into a contract for anything when he can do equally well and receive the same rates without any obligation on his part.

It then stands to reason if there is a flat rate the publisher must operate his business without contracts. The publisher without contracts is a retail dealer in advertising, selling his space so many lines or inches per day as best he may for 365 days in the year instead of being a wholesale dealer in advertising selling a whole year's advertising at one time to be used as covered in the contract. If the advertising is sold on the retail basis without contract, then every day that the advertiser happens to be out of his store, or every day he is in his store but happens to be out of humor, it is very likely the publisher will not be able to sell him advertising even at retail on those days.

The making of contracts, which practically depends upon the discount of price in proportion to the amount of space used, has several advantages. The chief advantage is that insures a fixed regularity of business.

The local merchant has many inducements to try other schemes and plans of advertising aside from the newspaper. When he invests in such schemes he frequently omits his advertising from the newspaper to the amount of his investment in those other directions. But if the merchant has positive contracts with the local newspapers, he can very properly say to outside solicitors when they call upon him that his contracts with the local newspapers cover all the advertising that he feels able to carry, and therefore he is not in position to experiment or to take on other obligations.

Another point in favor of contracts is the value of the contracts as a business asset. Fifty or one hundred thousand dollars worth of contracts made with and signed by the most enterprising and reliable merchants in any city where a newspaper is published are worth a considerable amount of money. One hundred thousand dollars worth of contracts for life insurance would be worth something like twenty-five thousand dollars. The same amount of advertising contracts should be worth about the same.

In case of the sale of a newspaper the written contracts would be considered by most any one as a valuable asset. In case the publisher had passed away and the sale of the paper was in the hands of an administrator, a lot of good contracts would help materially in selling and continuing the business.

However, if contracts are made they should be worded in a positive manner and the person signing the contract should be given to understand that they are expected to be lived up to. A common phrase which is frequently inserted in advertising contracts provides that 'if the advertiser uses a lesser amount of space than covered in the contract he shall pay a higher rate as shown by the rate card, or if he uses a larger amount of space than named in the contract he shall be entitled to the rate earned thereby." This nullifies the contract entirely. When analyzed it amounts only to an agreement that the publisher will charge the advertiser for whatever he inserts at the rate covered in his rate card. It fails to be of advantage to the publisher because it does not guarantee any amount of business. It fails to be of advantage to the advertiser because he is just as well off whether he makes a contract or not. It lacks the main elements of a contract in not being of any benefit to either party or covering any fixed amount of business.

It is better to make all contracts for fixed space for certain days in each week and for all the weeks in the year. Regularity of business is of the greatest advantage to a newspaper.

Open or bulk space contracts are usually more easily obtained, but it is more difficult to keep the advertiser up to the fulfillment of such contracts. If open space contracts are made, they should provide that the advertiser shall use the average amount of space covered in the contract each month as the work progresses.

MORALE—A WORD OF THE WAR

By Wilbur D. Nesbit, Vice-President of the Wm. H. Rankin Co.

There's one thing to be said in favor of the war—it is getting us acquainted with a lot of new words.

Words with punch in them—words with a wallop to them.

Right arm words, you might call them.

One of these words is "morale." It's about the best word the war has given us.

"Morale" is a sort of a high-toned word for "team-work." But it means a lot more than team-work.

Anyhow, "team-work," like "efficiency," has been mouthed and written and printed so much that it lacks the ambition it once had.

So along comes the war and gives us "morale."

Morale means that I believe in you and you believe in me, and we believe in all the rest of the bunch, and

all of us believe that the crowd of us can do our work better and quicker than anybody else anywhere.

Morale means a whole lot more than simply that we believe these things. It means that we make good on our belief. It means that I don't sit down at my desk, or lean against a wall somewhere, and think dark-green thoughts about the fellow upstairs or the fellows above the other departments.

It means that you don't grouch around and tell yourself that I am dumping about half my work onto your shoulders and that I've got a pull with the boss or I never could hold down my job.

It means that we are all so busy and so glad watching the way the whole outfit is putting the thing over that there isn't any room in our system for self-pity or for knocks on the others.

It means that the sight of you and the way you are digging into your task puts about 50 per cent more pep into me—makes me feel that no matter what is ahead of me it can't beat me, because I've got all the rest of the crowd behind me and with me.

Morale means—why, it means friendship, after all. Just plain, every-day common or garden, horse-sense friendship, geared up to the motor of earnestness and applied belief.

A business organization is just like an army—if it hasn't the right sort of morale, good night.

You can't buy morale, you can't make it, you can't borrow it—you've got to have it.

And if you have it you'll make any Hindenburg line in the world look like a chalkmark after an eraser has swept over it.

PRODUCTION RECORDS A NECESSITY

Cost systems, in themselves, have caused a revolution in selling methods durinng the past ten years due to the undeniable facts they have presented to the close student of production cost figures. Their direct relationship to sales has brought success to many plants which formerly were failures through establishing actual departmental costs.

The Composite Statement of Costs with its valuable information has been the direct result of cost system installation; the actual records available have made possible the Standard Price List, the most authentic compilation of its kind ever published.

However, the average firm operating the Standard Cost Finding System fails to derive the maximum of the actual worth it represents. This is due entirely to the fact that, generally speaking, those who are responsible for the correct application of such information fail in the proper analysis of the detailed plant reports.

Such firms as do give detailed study to the items entering into the completed costs are enabled to obtain the greatest amount of plant efficiency and department production for these records are really a complete chart of their plant and point out the weak spots of their organization.

Determining the actual hour costs has now been brought to an absolute science. There is no longer question as to the reliability of the method employed. But there is need of a more comprehensive use of the operation data.

The estimator can increase the accuracy of his work only through absolute knowledge of time required and such knowledge can only be perfected through the compilation of production records of the workmen. No part of plant operation is more necessary than the correct predetermining of production factors in the estimating department.

Guessing upon the time it takes a linotype operator to set 10,000 ems, or a press to produce 5,000 impressions, or a bindery employe to punch a thousand sheets or stitch a thousand pamphlets of certain size, has been the most costly part of the printing business. It is well enough to know to an absolute fact that the hour cost is so much but that knowledge is limited unless you KNOW the number of hours required for any given operation.

It has been proven over and over again that the average estimator, and especially so if he be a "practical" man, is much given to underestimating the required time. His mind runs to some specific job and fails to take heed of the "law of averages." And the "law of averages" must be the determining factor.

One of the most important works of the Franklin Typothetae will be the careful study and compilation of production records. Herewith are presented average production records which have been compiled from many shops. They are open to criticism but will be found not far off in their actuality. Study them over carefully and make any suggestion you may have which you can back up with actual records:

Averages of Production

Hand composition	800	ems per hour
Linotype composition	3,000	" " "
Monotype keyboard	2,800	" " "
Monotype caster	3,500	" " "
Auto press	2,500	impressions " "
Kelley	2,500	" " "
Harris	3,500	" " "
10 x 15 jobber, hand fed	900	" " "
" " mechanical	1,300	" " "
12 x 18 jobber, hand fed	800	" " "
" " mechanical	1,100	" " "
Cylinder under 25 x 38, hand fed	1,000	" "
" 25 x 38 to 38 x 50, hand fed	850	" "
" " " mechanical	1,200	" "
" larger than 38 x 50, hand fed	700	" "
" " " 38 x 50, mechanical	1,000	" "
Cleveland folder	1,500	" "
Dexter auto	1,000	" "
Ruling machine, hand fed	1,200	" "
Hand folding	(folds) 800	" "
Gathering	1,500	" "
Rotary perforating	2,000	" "
Inserting	1,500	" "
Hand numbering	1,000	" "
Side stich	400	" "
Saddle stitch	800	" "

☞Remember, these are averages, not individual jobs.

—Ben Franklin Witness, Cincinnati, Ohio.

SIX HUNDRED CHURCHES WILL ADVERTISE

The Chicago Church Federation will spend $12,000 in a church advertising campaign in newspapers, on posters, and by electric signs. It will also establish a permanent commission on church advertising and publicity, having as its members business men who are used to advertising on a large scale. Part of the campaign will be along the line of an effort to win 25,000 new church members. Six hundred churches are represented in the Federation.

FELLOW TOWNSMEN HELP PRINTER-PUBLISHER CELEBRATE

Middleburgh, Snyder County, Pennsylvania, is an ordinary town populated with folks such as may be found almost anywhere in this broad land of more or less safe democracy, but it boasts of an editor and of a newspaper of more than the ordinary type.

Mr. George W. Wagenseller, the editor, and "The Middleburgh Post," the newspaper, have had a very considerable share in the upbuilding and safeguarding of the community. The editor knows it and so do the people—a happy combination of sentiment which does not always exist.

On St. Patrick's Day in the evening, March 17th, 1919, the "Middleburgh Post" celebrated its Twenty-fifth Anniversary under the control of Mr. Wagenseller, who had himself attained the age of fifty, so that the celebration was in the nature of a silver anniversary of the newspaper's history and the golden jubilee of Mr. Wagenseller's life.

Mr. Geo. W. Wagenseller
Middleburgh, Pa.

Accordingly, a celebration was arranged and nearly one hundred and sixty people gathered on the second floor of the Post building, where they were received by Mr. Wagenseller and his daughter, Miss Doris, and the whole office force, including the foreman, the pressman and the linotype operator—another item of significance and worthy of note.

The program opened with the guests singing "America," after which an invocation was offered by a representative of the clergy. The Middleburgh orchestra furnished music during the evening.

In addition to being a social occasion of greatest enjoyment ,it was one at which the establishment of a Chamber of Commerce was discussed and other local improvements were dwelt upon by representative speakers. Naturally, the consideration of the community's welfare was the predominant feature, for it was the one subject to which the editor had devoted most of his time during a quarter of a century of life, and when the people of Middleburgh think of either Mr. Wagenseller or of his paper, intuitively and unconsciously, their cogitations inspire them to action for civic improvement.

In commemoration of the event, Mr. Wagenseller issued a wonderfully interesting sixteen-page edition of "The Post," plentifully illustrated with views of the interior of the plant. Later the same matter was used in the form of a book of one hundred pages.

A list of the employes of the newspaper during the years 1894 to 1919 was a leading feature, included were brief and happy references as to their kind of service. A chronological arrangement of the events of the newspaper's history according to months occupied a large share of the space and must have been of greatest interest to the local residents. Several pages of the special edition contain some personal recollections of half a century by the editor.

Mr. Wagenseller has been a tireless worker not only in the interest of his community but in behalf of the newspaper men of the state. He has long been prominently associated with the Pennsylvania State Editorial Association and was its president. He has been accorded honors by the National Editorial Association. Mr. Wagenseller has published a book on the "Theory and Practice of Advertising," orders for which have come from every English-speaking country on the face of the globe, and also is the author of other publications of recognized merit.

Those who attended the meeting of the National Editorial Association in New York City in 1916 will recall the inspiring address of Mr. Wagenseller on the subject of "The Country Weekly" in which he related his experiences in building up a circulation of 5,000 copies in a county of 16,800 people, with six competing newspapers.

"SELL YOUR PAPERS"

In some communities the country publishers themselves are responsible for the lack of interest their merchants have in advertising in the local newspapers. In the past it was not an uncommon thing for the country publisher to "beg" the merchants to "take space." The merchants were asked to "support" the home-town newspaper. The result was they did just as little local advertising as they could get away with. And what has been of even more harm to local newspaper advertising as a whole, those merchants haven't put any real thought into their local advertising, they do not get results and, therefore, they condemn all local advertising as worthless.

Fortunately, every now and then you run across a local merchant who is different. He goes about his local advertising in a businesslike way and he makes it pay. This merchant and those country publishers who are also "different"—who sell their space on its merits and who don't ask for "support" from anyone—are doing much good for the local advertising industry. They are supplying the examples of local advertising successes that all country publishers can point to when they are soliciting their merchants for local advertising.

Therefore, we say to the country publishers who are perhaps of the older school and who still "beg" for "support," there is an easier, more businesslike and profitable way to get local advertising and that is to "sell your papers." (Pardon us, please, for the use of newsboy slang.) Country newspaper space is valuable and as soon as the local advertiser appreciates its value he begins to figure how he can profitably increase the space he "buys"—not "takes"—in the local newspaper.—Building Trade with Farmers.

MINNESOTA WHOLESALE MERCHANTS TO CO-OPERATE WITH LOCAL NEWSPAPERS

A new era in local advertising for the country weekly is likely to be ushered in at the editors' short course offered by the Universitly of Minnesota at University Farm, Thursday, Friday and Saturday, May 1, 2 and 3, of this year.

Those in charge of the course say that they are very hopeful of results, because at this short course the wholesale merchants of St. Paul, backed by those of Minneapolis, who have developed a plan for stimulating merchandising on the part of country merchants will meet the editors to discuss plans by which to persuade local merchants to advertise effectively. The wholesale merchants look forward to a campaign by which they hope to educate local merchants in the art of advertising. In this they become the allies of country editors for the promotion of local commercial enterprises.

The whole subject will be discussed both by representatitives of the wholesalers, by country merchants who have succeeded through the use of advertising, and by country editors.

The subject of national advertising will occupy another afternoon at the editors' short course.

The morning sessions will be taken up with practical demonstrations of the use of cost systems and with illustrated lectures on effective advertising composition.

Inspirational addresses by James Schermerhorn, of the Detroit (Mich.) Times; A. P. Johnson, of the Grand Rapids (Mich.) News, a former Minnesota man and an effective speaker; by President M. L. Burton, University of Minnesota, and by L. D. Coffman, dean of the college of education, of the University of Minnesota, will be given in the evenings and at other times.

THE LABOR SITUATION

By Daniel Baker in the Printing Art

There is much talk in the newspapers and trade journals about the labor situation in manufacturing businesses, of which printing is a most important one; but most of the writers seem to lose sight of the most serious phase of the labor situation,—the great lack of skilled operators.

For a number of years there has been a replacement (so called) of hand labor by machinery until many have gained the idea that there is no longer a call for skilled workmen, and that fewer employes are needed. There could be no greater mistake. Every added machine makes an additional demand upon the skill of the workers and eventually creates a demand for additional laborers to handle the increased product. While there may be many machines that can be tended by unskilled labor, there must be someone skillful enough to adjust these machines, sufficiently trained to know when they are producing good work, and able to remedy their defects in order to get the right product. And someone must be able to train the unskilled operative who tends the machine.

The demand for all kinds of skilled labor increased greatly during the war, not only because of the great number of skilled mechanics sent abroad, but also because of an increased demand for goods of all kinds. The printing business has been no exception to this. And in the printing business there will be a continuance of this demand for skilled workers because there will be a growing demand from business of all kinds for more printing, and this will grow as the various manufacturers extend their markets and increase their advertising.

There is no question about the shortage of skilled labor in the printing offices of the United States, but many are afraid to try to train more workers, because of a fear that there may soon be a surplus of partially trained operatives who will demoralize the trade.

Stop a minute. Where do we get our skilled labor? From the unskilled, after proper training. What are we doing to train men and women to do the skilled work and handle the machinery (which is becoming more and more intricate every year) that even now the public demand for efficiency and service is compelling us to install? This is an important matter and one which must be taken up by printers very soon. Competent printing-office workers do not grow upon trees, to be had for the plucking, nor can they be trained in a single season. Practice is necessary to make skilled compositors and pressmen and binders; competent instructors are also necessary, and the latter seem to be most noticeable by their absence.

There is no doubt that the time will come when the printing business will be considered of as much importance as other less difficult professions, and the technical colleges will give it the same attention that is now given to engineering and electricity. We hope that this will be soon; but it will not be until printers themselves realize the need, and not only think of the instruction of the rising generation, but boldly demand it. Until that time we must bear with such skilled labor as we we can get and fill out with the unskilled, remembering that it costs money to correct mistakes and to superintend those who have not learned to think straight about what they are doing.

There will be no surplus of labor in the printing business this year, no matter how many of our former employes return, and the wise employers and organizations will start the movement for the proper education of the printers who are to be our skilled workers a few years from now, before it is too late to get the returns in time.

STABILIZING THE PAPER MARKET

During the war prices on practically every commodity took to skyrocketing. Those who are familiar with events in the paper industry during this period know how vigorously we worked to stabilize prices and keep them on right merchandising lines. We are confident that our customers appreciated our efforts at that time and have not forgotten.

Now, in concert with a number of paper manufacturers, we are taking the initiative in the movement to put the paper business back on a peace-time basis.

There is much talk about readjustment plans—public sentiment is for putting prices on the proper basis as quickly as possible. There are many who believe that the place to start the revision is with labor, but with the labor situation as serious as it is it must be quite clear to the thinking and far-seeing business man that to strike here first would end in catastrophe. The revision has got to start at the top and the top is the price to the consumer. This action is in perfect alignment with the ideas that are being expressed by our government through the press and other influential channels.

The steel industry, after conference with The Industrial Board of the Department of Commerce, has just announced a revision of prices, which will naturally result in stimulating the demand for steel products and stabilizing of business generally. When this announce-

ment was released our revised prices on many lines had already reached the printing trade.

Such moves must positively have a stabilizing effct on business by renewing peace-time confidence in commodity values.

From the investigations we have made, and with our knowledge of the situation in the raw material and manufacturing end of the paper business, we feel that with these new prices now in effect, the paper user is warranted in again ordering on a normal basis.—J. W. Butler Paper Company, Chicago.

SETTLEMENT OF DISPUTES IS PLANNED THROUGH FORMATION OF BOARD FOR PRINTING INDUSTRY

Formation of the International General Conference Board of the Printing Industry for the purpose of "devising means for peaceful settlement of industrial disputes," was effected March 11th at the Hotel Sinton, Cincinnati, Ohio, by five international unions of the printing and allied industries and representatives of the four organizations of employers who hire members of these unions.

At the conclusions of the conference, which began March 10th, it was announced that the general conference board, consisting of five members from the unions and five members from the employers' organizations, would meet within the next thirty days in Chicago "to establish policies, rules and regulations affecting the industry."

These policies, it was said, will become the law of the industry when ratified by all the participating organizations.

The action was taken, it was said, because the war had left "many problems which require the attention of both employer and employe to meet in a spirit of readjustment."

Among other executive officers at the meeting were Marsden G. Scott, President International Typographical Union; J. J. Freel, President International Stereotypers' and Electrotypers' Union; William McHugh, President International Printing Pressmen and Assistants' Union; Walter Reddick, President International Brotherhood of Bookbinders, and Matthew Wohl, President of the International Photo-Engravers' Union.

Representing the employers' organizations were William Green, New York; H. P. Kendall, Boston, Mass.; Eugene Miller, Chicago, Ill.; Max Rosett, New York; Harris B. Hatch,, Philadelphia, Pa.; Charles Francis, President of the Printers' League of America, New York; Edward S. Hamm, Chicago, Ill., and Arthur R. Mogan, Cincinnati.

It was announced that the five representatives from each group will be nominated and made known shortly.

The movement is virtually the first among one of the larger industries of the country looking toward the establishment of industrial peace, it was said. An authorized statement, in part, follows:

"The International General Conference Board of the Printing Industry probably will hold its first meeting in Chicago in about thirty days, and will then undertake to establish policies, rules and regulations affecting the industry at large which shall become the law of the industry when ratified by all of the participating organizations.

"Such a movement in industry designed to bring about sound industrial relations has previously had some small development in this country. The present movement, representing some of the oldest and strongest of the trade unions and employers' organizations, is of far-reaching significance not only as to the industries affected, but as indicating a larger promise for the future, an example of what may be hoped for as the organization and co-operation of employers and employes continue to be more greatly perfected from time to time.

"During the war, of course, the industry itself was greatly dislocated, making necessary new alignments or relations. Of course, with the ending of war many problems have developed which require the attention of both employer and employe to meet in a spirit of readjustment. The action now taken, it is the confident hope of those interested, will be the means of working out and predetermining standard conditions and devising for peaceful settlement of industrial disputes."

MAGAZINE A POWER FOR GOOD

"Southern Good Roads" is the name of a magazine which is widely appreciated throughout the south, published by Mr. H. B. Varner of Lexington, North Carolina. Mr. Varner was President of the National Editorial Association in 1917 and has a wide acquaintance among the newspaper publishers and printers in the southeastern states, where his name has been prominently identified with every considerable effort for the improvement of the physical conditions of that section of the country.

"Southern Good Roads" is a monthly periodical now in its nineteenth year. It is beautifully printed, profusely illustrated, and contains articles of valuable information, as well as those of an inspirational character.

If any reader of the NATIONAL PRINTER-JOURNALIST desires to know something more about the construction of good roads, he will do well to subscribe for Mr. Varner's magazine.

AN ADVERTISER PLEASED

Davenport, Iowa, April 4, 1919.

National Printer-Journalist, 4610 Ravenswood Ave., Chicago, Ill.

Gentlemen:

We are returning herewith O. K.'d proof for our advertisement in the April issue of the Journal.

We think you have set this up splendidly and we want you to know that we appreciate the thought and effort you put forth in setting our advertisements and also to commend your employe who set up this particular ad.

THE LINOGRAPH COMPANY,
E. Knudsen, Asst. Sales Manager.

HOW A MIDDLE WEST NEWSPAPER BUILT UP ITS ADVERTISING CLIENTELE BY SALES LETTERS

BY WILLIAM DARWIN FELLOWS

IN a central-state city was a newspaper, which ran a good many advertisements right along for the bigger stores. Like in other places, there were ever so many smaller stores, which did no advertising hardly. These stores were located in the side streets, on the outskirts of town, and so forth. They depended on neighborhood trade, of course.

The advertising man of the newspaper bethought himself and made his thoughts known to his brethren. He told them this, "These small side-street stores have their patronage; they draw it from folks who go down-town to do their trading. It is my opinion that if we go to these small merchants and show them, in live sales letters, what returns we are getting for other stores, they will be apt to come in with us, too."

Finally the advertising man had his way. His brethren told him to go ahead and see what he could do with the plan. They hadn't suchamuch faith in it, but he had and so they would humor him, this time.

They used a series of twelve sales letters. Along at first, the letters didn't seem to bring in much of any results. Toward the end of the series, however, returns commenced to flow in. It was decided to let the advertising man continue. He got out a second series of sales letters; returns came in from the first of this second series. The result was, the newspaper landed eighteen new advertisers who wouldn't have been with the paper, otherwise.

The letters didn't go on about low rates and big circulation and extra vivid readers and all such. They didn't mention quality of circulation. In short, there was no sweet tune sung by the newspaper, itself, so much. It sounded more the tune of facts—related more what the paper had done for So & So, Which & Tother, this firm and that firm.

Gradually the tune of it got inside these small dealers and woke them up some. They wanted to know more about the returns gotten for So & So, Which & Tother, this firm and that firm.

In answer to the inquiries received, the paper sent a representative around to have a talk with these small dealers. He had figures to show them. He had answers for them. He cited instances of where Mrs. Smith went down-town to do her shopping, because she didn't know she could do as well at home. He told these dealers that people who trade do not have as much confidence in stores which do not advertise. Lots of times, too, the small storeman has just what patrons need and they don't have to trot way down-town for it—but these patrons must be made to know he has it. He told them that a store which is all the time advertising its wares soon gets to be thought of as a store with the requisite wares. People soon get faith in it. They will be more likely to call then. He also used the high-rent argument some on them.

Before the letters were finished the paper, as said, received a good many telephone calls from these small merchants. They had begun to see something to it. Letter after letter coming before them got them to thinking thoughts; case after case cited to show good returns got them to assuming an erect posture and considering. It is always like that, you realize. A man may not pay so much heed to you at first, but the second time you spring it he will commence to take some notice, and the next time more notice, and so on. Keep on pounding and drilling truths into him, he'll fall before long.

That is the way this newspaper did it. It gave readers something tangible to think about, every time. Didn't go at them with something they couldn't apply the yardstick to, no. It sprang real examples of what it had done for So & So, Which & Tother, and so forth.

The average newspaper when it comes to talk its advertising possibilities, springs too many intangible things, it seems to me. They may be ever so tangible to editors; they are not to readers. At best, the reader can only speculate. What these offerings lack is living examples of what the newspaper has done and could do again. You tell a prospective advertiser what your paper has accomplished for So & So, Which & Tother, and another concrete fellow, prospect will be bound to do some tall thinking on his own account. What can be done is far different from what has been done. What has been done can be done again, many times. Prospect will invariably think of it in such terms. We have more faith in the ability of Jess Willard to put his opponent to sleep, because he has sent to dreamland other opponents before. He can do it again, we imagine. Anyhow and anyway, that is the natural way to think of it.

Another thought is this—a newspaper has its space, of course—it can use it, of course—it won't apparently cost anything to use it, of course. The publisher, then, doesn't risk much of anything when he uses his own columns; he is out nothing, to speak of. When he uses sales letters, postage costs him as much as it would another man. He is on the same basis we would be did we use same methods. Therefore, he shows greater confidence in his paper's ad-

vertising possibilities. He might afford to give away space in his paper; he cannot afford to give away postage stamps, etc. That is the underlying thought of his reader.

Out of the first eighteen new advertisers the paper landed, some of them got to be regular daily advertisers. It all meant just that much to the good. Some of the new advertisers that came in, are in yet. Some other merchants to whom no sales letters were sent, saw dear competitors using the columns and they, too, came into the fold. All in all, the scheme was a success. The paper keeps at it yet. It has amounted to an educational drive to many of these outskirts merchants.

About every letter cited some concrete instance to prove its worth as an advertiser. It prompted reader to think between the lines. In other words, it showed them what had been already done, and, of course, could be done some more. The letters used were something on the following order:

Dear Sir:

You have said to yourself before this, "Pshaw, I don't care to spend the cash for a whole citified circulation just to get into touch with my neighborhood people"

You figured it wrong, believe us.

A storekeeper on Hamilton Boulevard said like that, too. His neighbors went down-town too much to shop, too. He had no way to reach them except by hand-bills. You know as well as anybody that hand-bill advertising feels cheap to folks. He began to use our columns and his patronage boosted almost from the very start. His people got more confidence in his store for it. They realized they weren't paying high-rent prices at his store. Before long, he had them thinking he has just what they required. No, they didn't realize it before that, because he had not done any advertising in the big dailies. It gave him a prestige.

This rate card will tell you how much your advertising in this newspaper will be. Try it for a time and we believe you'll continue it.

Yours very truly,

Dear Sir:

A certain storekeeper who does business in the outskirts of this town, had a number of dresses he wanted to get rid of at a price. He had not been able to move them previously, because the people of his section had little confidence in his prices and his up-to-dateness.

He decided to put the regular price on them again and use our columns to sell them. He did sell them, forthwith, too. It goes to show that folks think better of goods that are advertised in a big way—makes the goods appear to be worth more—lifts a store out of its rut.

We have no permission to publish this storekeeper's name broadcast, but can give it to you if you will call. Then go to him and have a personal talk. He'll tell you more truths in a minute than we could write you in a month.

Come in with the big ones and make your store big, too. Give people a better opinion of your store. They won't go down-town so much after that. The enclosed rae card will show you how much your advertisement will cost you.

Think this over, please.

Yours very truly,

Dear Sir:

Let us ask you a pointed question. What is it that makes a store popular? Advertising, is the answer. It may be mouth-to-mouth advertising or it may be printer's ink advertising.

Once get your store into the mouths and thoughts of your neighborhood people and you'll get right advertising. Occasional bargain offers won't do it. Come at your people in a broader sense, by using our columns. Keep company with the better class of stores in town.

We could tell you of a merchant on a side street who made his people regard his store among the big ones down-town. Too many of his people before that used to go down-town shopping and not give him a call, first. Now they don't. They go to him, first. He has first crack at their wallets. A growing patronage has added to his variety of stocks and now his people go to him.

We enclose another rate card which we would like you to look over. Come in with us and other stores which are no more centrally located than yours.

Yours very truly,

Dear Sir:

Does your store do busines with the women-folk? It won't take our telling to show you that the average woman will ride ten cents worth and four miles out of her way to save a nickel on what she calls a bargain.

But here—she must know down to her heels that what you offer her is up-to-date in style. Women are strong for styles, you know. What is it that gives them a good notion of stylish things in a store? Advertising, is the reply. She imagines the down-town stores cater more to style than do the up-town stores. Keep step with these big stores, then. Make your store one of them, if even a small edition. Keep her thoughts on you. Advertise.

There is a certain merchant on Boston Street who has his community patronage almost eating out of his hand. He didn't have it so once upon a time. The idea was put into his head by one of his women customers. He began to run a small ad in our paper. His people commenced to regard him among the big stores, then.

Another rate card for you to consider. Consider it, please. Do. For your own good, do. Then

come and see us or phone us. We'll send a man if you prefer. Yours very truly,

Dear Sir:

We heard of a man, the other day, who took a car clean down-town to buy a new hat, which he had seen advertised for $3.98. It cost him $4.08 by the time he had paid street car fare; and he was out his time, too. When he got back, he saw in the window of his neighborhood store the same hat for $3.69.

Why did that man go 'way down-town in first place? Probably so he could get more style and less price. His community store had not advertised hats. It had not arrayed itself with the big stores, at all.

Everybody likes to buy the things he sees well advertised. He feels safer. He imagines he is getting a bargain. Link your store, then, with these down-town big ones and be more up-to-date. Your people will have greater confidence in you. Hand-bills scattered from house to house are only hand-bills, at best; they point more to certain bargains for a day or so. They fail to make your store a staying reputation like substantial newspaper advertising would.

Here is another rate card. Run it over and think what you'd better do. Identify your store with the down-town stores more.

Yours very truly,

Dear Sir:

There is one important thing your neighborhood people scarcely ever consider when they go down-town to trade. You estimate it, but they don't.

This—HIGH RENTS.

Remind your people of it more times. Get them to thinking on it. And when you do it, do it alongside these same high-rent stores; that is, put your advertisement in some paper they use. It will cause your readers to consider more.

There isn't one man or woman out of fifty, but imagines he or she can get better prices, better goods, more stylish rigs, in the down-town stores. Why? Because they have advertised lots. Associate your store with them more; your people will get to regarding you more in their category. It will boost their confidence your way. These big stores make a noise now; your store doesn't. Hence, do your neighborhood people imagine you're a back number and not fit to be thought of in same breath with the big ones.

With increased trade, you can put in more variety. You have all the argument against these high-rent fellows. Get into our columns and fight where fighting's thickest. Everybody admires an honest scrapper.

Look this rate card over. Do some thinking. Write or phone us, or ask us to send a representative to talk it over with you. Yours very truly;

SELL YOUR IDEAS!

By Charles Estey, Director Bureau of Advertising, United Typothetae of America

Some buyers of printing use unfair methods An advertising manager of a manufacturing house called up the printer who did work for him and asked him to come down right away. And the printer went right away quick. The advertising manager closed the door and gave him a cigar and then said, "I want to get out a book,four colors, sixteen pages, one million edition. On the quiet go back to your office and make up for me the finest dummy you can make. As soon as you get it done bring it over and I'll look it over." The printer left feeling mighty good. He returned to his office, called in his most expensive artist and directed him to do his best. No sooner had the first printer vanished than this advertising manager had another printer in his office and gave him the same story. All six that he called in turned in dandy dummies.

What did the advertising manager do? Why, he took the six dummies, called his own artist in and told him to make the best dummy he ever did in his life, "and here are a few to give you some ideas as to what I want." When the printers called, each was told he had decided not to use their dummy but to get up one of his own.

Printers have been giving away their brains and their dummies and getting nothing out of it. It is not necessary to do so any longer. Get up the idea for the customer who is really going to do business. Go to him and tell him you have something real for him, something good for him. But if he wants to see it he must remember it is yours and he can not use it or any part of it. It is your idea. Tell him if he wants to purchase your idea that he must produce it through you. If he agrees with you and likes your idea, then you can work it out for him. The IDEA is the thing. And the man who can produce ideas and do a thing much better than some other man or group of men, is the specialist and can charge expert prices.

One big thing for every one of us to get into his system and to take with him when he goes out of his place, regardless of what he is—the one big thing is this: the great necessity of personal reconstruction. A chain is no stronger than its weakest link. You and I have remembrances that only ourselves and God know of. There are little things that won't stand the light of day, and these things should be cut out and must be cut out if we are going to be nearly one hundred per cent business men and real helps in this reconstruction period which now faces us.

MONOTYPE JOB COMPOSITION

The Lanston Monotype Machine Company has perfected an arrangement by which the composition of a large part of the smaller jobs may be done on the Monotype keyboard, the only hand work required being the assembling and inserting of a lead or two. This includes letter and note headings, statements, business and professional cards, menus, programs, announcements, checks, drafts, index cards and factory forms, and many other jobs heretofore considered as exclusively hand work.

This new arrangement provides for the setting and casting of four sizes of the popular Plate-Gothics at one operation, and also includes facilities for composing intricate rule and leader forms in connection with the type at one handling.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

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E. GEORGE ERTMAN - - - - Special Representative

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CHICAGO. ILLINOIS, APRIL, 1919

The printing and publishing industry, which serves all other industries and arts, has a peculiar responsibility in this era of reconstruction and of readjustment to new conditions.

In the maze of theories and suggestions, for the stabilizing of commercial conditions at home and abroad, one need appears to be paramount and that is to establish certitude of action. The continued groping in the dark, the guessing as to what may happen in the future, the waiting for prices to drop, the failure to apply the lessons of the last few months and to establish a fixed and determined policy, is demoralizing business and adds to the confusion and unrest which is so pronounced a characteristic of the political realm.

If business men generally will get together and reach an early decision as regards the future conduct of their enterprises, so far as they may under the circumstances, a virility of action will develop which will enable the settlement of future difficulties to be reached much more quickly and decisively.

Professor Irving Fisher of Yale University recently penned a significant statement to this effect:

"Prices will never return to the old pre-war level. Business men who are holding back, waiting for the old prices, are chasing a rainbow. The buyers of the country since the armistice have made an unexampled attack upon prices through their waiting attitude, and yet price recessions have been insignificant. The reason is that we are on a new high-price level, which will be found a stubborn reality. Business men are going to find out that the clever man is not the man who waits but the one who finds out the new price facts, and acts accordingly."

The observation is particularly applicable to the printing and publishing business. The printer or publisher who is accepting business upon the basis that he considers should prevail, or may prevail, is making a mistake which will be his ruin.

The prices of a year or two ago have practically no relation to what the prices for printing and advertising should be today. The prices for materials will not recede to any appreciable extent and certainly the prices for labor will not be lowered. The workmen of today are demanding and will get a larger participation in the profits of their toil.

The facts may as well be recognized at once and future actions determined by the acceptance of this knowledge. There is no further use of "beating around the bush." Unless the men now in control of business are willing to adapt themselves to the new conditions, they may as well prepare to surrender their rights of direction and allow men of vision and foresight to take their place.

* * *

The formulation of standards of general business conduct as recommended to Congress by a referendum vote taken by the Chambers of Commerce of the United States will go a long way toward the improvement of industrial relations.

A sane and sensible supervision of commercial affairs will be welcomed by business men throughout the nation and though there is no need of aping the methods employed by our enemy government, the aid and direction and substantial support by the National Government would effect a change which would soon send a thrill of new life throughout industry.

The Chamber of Commerce of the United States indicates that the appropriate supervising agency is obviously the Federal Trade Commission so far as business in its great branches of manufacture and merchandising, is concerned. The Commission has obtained a mass of information about American industry and commerce such as has never been gathered before since the nation was founded. This valuable data should be used to the advantage of all. Such duties as have been suggested for the Federal Trade Commission will impose upon the Commission greatly increased responsibilities to the public and to individual industries that will require constant attention to the whole field of production and distribution.

* * *

Most printers and publishers of newspapers who have had opportunity for a study of the recommendations of the Chief of the Pulp and Paper Section of the War Industries Board, recently dissolved, appreciate that the disinterested exercise of control made possible by war conditions, accomplished an amount of good which is immeasurable.

Abuses that had grown and dangerous practices which had developed, were corrected. Wherever the lessons learned have been taken to heart, there has followed an establishment of codes of ethics, a saving of wastes and in better business management, all of which is working out to the decided advantage of

those who have had the courage to retain the improvements gained.

If anyone doubts that wages of employes in printing offices are to be reduced, let him read the following agreement, which has been entered into by the Franklin-Typothetae and the Chicago Typographical Union No. 16, that *apprentices* of the Union shall be paid the following wage: effective March 1, 1919:

First twelve months	$11.00 per week.
Following six months	13.00 per week.
Following six months	15.00 per week.
Following six months	17.00 per week.
Following six months	19.00 per week.
Following six months	21.00 per week.
Following six months	23.00 per week.
Following six months	25.00 per week.
Following three months	27.00 per week.
Following three months	30.00 per week.

Good-bye devil!

On several recent occasions the management of the NATIONAL PRINTER-JOURNALIST has been mildly reproached for failing to send the magazine to those manufacturers and dealers from whom advertising might some day be expected.

The argument has been advanced that other trade journals have considered it the part of wisdom to have their magazines in the offices of these prospective advertisers and upon their reception room tables.

Without further comment and with no intent to make comparisons which might reflect unhappily upon others, the NATIONAL PRINTER-JOURNALIST considers that every regular recipient of the magazine should be willing to pay for it,—unless one is an advertiser, in which case he is fully entitled to receive a copy to check the insertion of the advertisement.

The wisdom of continuing this policy will surely appeal to any business man who gives the matter deliberate thought.

N. E. A. TO TAKE VICTORY TOUR

AS a result of many weeks of planning, the holding of conferences in different cities and an uninterrupted correspondence, the announcement is now possible that the arrangements for the Victory Tour of the National Editorial Association are nearing completion.

The tour will be the longest and the most complete that the members of the Association have had the opportunity of enjoying for many years.

Mr. Will Wilke of Grey Eagle, the chairman of the Transportation Committee, at the urgent request of the editor of this journal, has recorded something of what may be expected by those who take the journey into the Northwest.

The publication of this article or report, will answer many of the inquiries that have been addressed to the editor, verbally and by correspondence:

"The Victory Tour of the National Editorial Association to the Pacific Northwest, commencing late in July of this year, will be very attractive and offers an opportunity to view at first-hand many of the wonders of the Continent. Reaching a section of America, now termed the playground of two Nations, whose influence is felt by every traveler, either for the first or a repeated visit in response to a desire to view the ever-inviting places of interest, adds features to the itinerary to an extent beyond description in a short article or story of the tour.

"By way of explanation that the members of the Association may have a clear idea of the plan of the tour, with something of the itinerary, the Transportation Committee with the assistance of the many local entertainment committees wishes to outline some of the distinctive features of approximately eight thousand miles of travel by rail, boat and automobile.

"For those who make the trip from the East and Southeast, arrangements have been made to gather at Chicago, journeying to Minneapolis, where members from the Middle West and South will join the party and reach Winnipeg, the place of 'mobilization' on the morning of Tuesday, July 27th.

"On reaching Winnipeg the Association will be entertained by the citizens and their municipality with picnics in the parks; a visit to the Home of returned soldiers of the Dominion; and many other places of interest in the city.

"Leaving Winnipeg at the close of the day, en route to the Mountains, visiting eight or more of the cities of the Province, the party will arrive at Edmonton for a day before entering upon the mountain part of the journey west-bound. To many of the party who have read about but not seen, at Wainwright, will be shown the thousands of buffalo forming the herd protected by the government. Shortly after the departure from Edmonton the party will notice the approach to the upper mountain pass, the Yellow Head, where Jasper Park has been set aside for the enjoyment of the many visitors who reach there every year.

"At Jasper the party will spend Sunday, sharing a part of the day at Lucerne, a worthy spot to share with Switzerland's most famous sights. The journey down the North Thompson River, with a view of Mt. Robson, the Rocky's highest, the train operating only during daylight, crossing the Columbia, will bring the traveler to the Frazer River and then out to the Coast, where a day wil be spent at Vancouver.

"Leaving Vancouver via chartered boat the party on the following morning will reach Seattle, en route via special train for Portland, the first convention city, arriving there on the afternoon of Friday, August 8th.

"As guests of Portland until Sunday afternoon, the party will then be entertained as guests of the Oregon Committees for a trip to Crater Lake, the objective of the itinerary. Crater Lake, in the heart of the Cascade Range, in southern Oregon, with its surface over six thousand feet above the sea-level, is in many ways the most remarkable body of water in the world. No lake equals it in depth, none so blue, none surrounded by such precipitous walls, but a wonder of strange formation being in the mountain top, occupying the crater of a burnt-out volcano Truly a place worthy of being designated the objective of the itinerary. To view Crater Lake by moonlight on the night of Monday, August 11th, has been the general scheme upon which all of the itinerary has been formed for which purpose all of the local committees have generously considered their share in the arrangements to make possible this wonderful scene for the party.

"Returning from Crater Lake, the party will doubtless first detrain at Tacoma, being then the guests of the Washington Committees, going from there to Mr. Rainier, viewing the National Park, called the Wonderland.

"The party will reach Seattle, the second convention city, on Thursday, August 14th. Many noteworthy places of interest about the city, with entertainment for every hour, will occupy the time until the party will depart for Victoria, where the closing of the convention will be held on Tuesday, August 19th. To visit Victoria, the quaint city, whose ways are shared by but another city upon the continent, and that by Canada's far east city of Halifax, the program of the convention will take on its International greeting to the party.

"The eastward or return journey of the party will bring them again into the mountains, with daylight travel only, over an entirely different route, spending some time at Field, where one travels through spiral tunnels, later viewing Mt. Stephen and other wonders standing everywhere; crossing the divide, and reaching Lake Louise, where one sees tremendous color-schemes provided by nature, no two persons seeing the same scheme of colors. Later on to Banff, the mountain resort visited by all globe-travelers. Where the Bow River and its falls add speculation to nature's moulding of scenes truly different than viewed elsewhere.

"Traveling further the party will journey through the southern portion of the prairie provinces, enjoying the entertainment of another eight or more cities, until their return to Winnipeg on the evening of Tuesday, August 26th, where the party will terminate the tour.

"No mention has been made of the special entertainment to be provided for the party in each of the cities to be visited, nor has any mention been made of the many side-trips the party will enjoy. To completely outline all of the entertainment would be to tell the 'story' of each day and hour, leaving no surprises in store for the party. It is sufficient to state much will happen to bring enjoyment to everyone of the party. Nothing has been left undone to make the general plan of the tour so attractive one cannot stay at home.

"The train service will be superior in class to make one feel like being at home for comfort. Conditions will be ideal for travel. The welcome extended on all of the tour as each city is visited will be truly western hospitality with spirit and good fellowship. You will hardly know when you have crossed from one Country or State to the other or returned. The various districts or sections visited will be varied and the educational value of the tour stands out as one only possible after many weeks of effort and labor to form an itinerary, certainly the most attractive the Association has been offered.

"To every reader who may contemplate the enjoyment of the tour, he or she, should have in mind the fact that reservations will be limited in number and to register with Mr. George Schlosser, Secretary of the Association, whose address is Wessington Springs, S. D., at the earliest opportunity. When the reservations have reached the number to be served on the special train, the Secretary will be unable to make a place for the tardy ones; and the Transportation Committee would not wish to learn of any more disappointed one than can be avoided under reasonable conditions.

"The Secretary of the Association will be prepared to give complete information as to registration, expense of the tour and any other inquiries will receive a prompt response. The expense, considering the travel furnished with features, will be so small no one will want to stay at home. Join this party, forget your cares, realize now the enjoyment to which you are entitled, and be with the Victory Tour from the start to the end. Your Transportation Committee promises no disappointments to the most expectant traveler. An excellent program is promised at every session and the assurance you will meet a host of friends and gain new ones. Every day will be remembered. Do not delay making a reservation if you would avoid disappointment. No one enjoys being disappointed, and the Transportation Committee as well as local committees, will make every day a happy one for the whole party."

SECRETARY SCHLOSSER OF N. E. A. WRITES OF CONVENTION TRIP

The following letter from Mr. George Schlosser, the Secretary of the National Editorial Association, will be found of special interest to those who contemplate attending the great editorial convention in the Pacific Northwest this summer.

Mr. Schlosser especially urges every person who inclines to favorably consider taking the journey to write to him at once for further particulars. Newer developments of a most encouraging character are expected daily and Mr. Schlosser will pass the information to his list of correspondents as fast as it is received.

Wessington Springs, S. D., April 2, 1919.

TO THE BRETHREN OF THE PRESS:

The Executive Committee has decided that the 1919 meeting of the National Editorial Association will be held in the Pacific Northwest in accordance with the action of the Association at Hot Springs last year.

Definite dates are not yet fixed, but it is predicted that the movement of our body will be about July 25th. Chairman Wilke, of the transportation committee, who is perfecting details, will not be able to report for a few weeks. However, in making up the program, all points are featured, and this unofficial preliminary statement will give sufficient advance information to enable you to plan ahead and prepare for the full enjoyment of the occasion.

The literary program is entirely in the hands of the President, who assures us at this early date a program of unusual merit.

We take several items into consideration in publicly announcing at this advance date the details of a meeting so colossal in its scope, so representative in quality.

Success alone comes by coöperation and attendance of the entire membership. Why not make this an ideal meeting, at an ideal time, when we have such an extraordinary opportunity offered us?

The entertainment and expense are characterized by two co-incident conditions—low cost and unsurpassed educational and recreational pleasure. The chairman on transportation and the northwestern committee of arrangements co-jointly report a tentative outline which is alluring.

I am unable, in fact prohibited at this time from giving out all of the details, but in a general way I am permitted to say that the meeting and sight-seeing will take fully three weeks of your time out of Winnipeg until your return.

The distance covered by sea and rail is about 8,000 miles at a guaranteed cost of not exceeding $160 enabling one, depending entirely upon the expense incurred in reaching the initial point and return, to figure safely on a total cost not exceeding $200 or $250.

From twelve to fourteen days will be spent in the Canadian Rockies and from seven to twelve days on the Pacific Coast. Not a point of interest has been overlooked in making up this itinerary. Crater Lake and Mount Rainier are both on the schedule with special entertainment at Vancouver and Victoria in British Columbia, Seattle and Portland in the states.

Can you imagine how much this would cost if you were covering the same itinerary alone, on pleasure bent? Do some figuring for yourself and get on the prospective list as there is a limit to the number of people that can be accommodated. Do your planning early.

I will be glad to answer all inquiries and go more into details as they develop. Right here, however, let me say that the estimated expense does not include your annual dues or your convention fee provided for in the by-laws as follows: "Annual dues $2, unless the membership comes through co-ördinating associations in which case it is only fifty cents. The convention fee is $5 for all male attendants and $2 for those accompanying."

A coupon book will be issued covering every item of expense for each day and showing all courtesies extended, and by whom. In the convention cities, Victoria, Seattle and Portland, there will be in addition to your guaranteed coupon book expense, some extras, such as hotel and living. Rates at these points will be covered in a published schedule graduated to suit every individual taste.

An advance deposit of $25 for each coupon book will be required and should be made as soon as you definitely decide upon the trip. This is to guarantee your reservation and to comply with the restrictions placed upon our party.

The equipment will be the best obtainable and all service by rail and sea especially arranged for our party.

Just one more word. The time of year selected is ideal. The territory to be covered is the playground of the American continent. The guaranteed expense no more than it will cost you to remain at home and the occasion of national significance to the allied interests in a constructive period that should ultimately bring us together as one nation under one flag, the greatest nation in the civilized world.

Make up your mind to be with us this year and do it now. Write me if I have not made myself clear in this announcement.

Cordially yours,
GEORGE SCHLOSSER,
Secretary.

COMMENDATION FROM WOMAN EDITOR AND WRITER

"Permit me to congratulate you on the excellence of the Printer-Journalist. It is rarely that a publication can be so ably continued in the lines laid down by another, but as you were so long associated with your father in the work, it would only be natural that you should be able to keep the pace.

Cordially yours,
Chicago, Ill., April 2, 1919. CAROLINE A. HULING,
Librarian, Lord & Thomas.

EDITOR'S SON RETURNS WITH HONORS

First Lieut. Warren L. Hale, son of Henry B. Hale, publisher of the East Hartford, Conn., Gazette, who for the last year and one-half has been in air service overseas, has returned home. Lieutenant Hale was one of the first men to enlist from East Hartford. He enlisted in the aviation section of the American Army two years ago, and in the spring of 1917 he began his studies at the Massachusetts Institute of Technology, following which he put in the regulation term at the ground school, leaving for Italy early in the summer of 1917. At the completion of his course in Italy he was awarded the insignia of the Golden Eagle, a distinguished honor among aviators, and later he was promoted to a first lieutenancy. His latest assignment was with the American foreign staff, air service, the final board of examination for pilots who are about to enter the fighting service.

PRINTERS LOSE THEIR PROFITS BY LACK OF COST SYSTEM

Printers in Rochester, N. Y., are discussing a plan "to stabilize, standardize and nationalize" the printing industry. It is what is called the "three-year plan" of the United Typothetae of America, which is in operation in a number of large cities, and is said to be very efficient. It involves a paid secretary-manager in full charge of local operations, the installation in every printing plant of a standard cost-accounting system, various local and educational features and courses of study for employes and the free services of a national research and advertising bureau.

That Rochester is sadly in need of some system of cost-accounting was brought out at a recent meeting when John P. Smith, president of the Rochester Typothetae, showed the printers of that city that, figured on a 25 per cent basis, the trade was in bad financial condition. He produced charts to prove the following:

The eighty-eight plants of Rochester employ 999 persons. Including the various special plants, trade service shops, etc., the total employed force of the printing industry and allied trades of Rochester is 1,549, with a total annual payroll of $1,154,475. Eight thousand persons, it is figured, are directly dependent upon those employes for a livelihood. The survey and figures do not include newspaper publishing plants, as such, or for lithographers and other trades that cannot be directly classed as part of the printing industry.

Thirty-one of the plants, doing a yearly business of $5,000 and less, showed an actual loss of $25,486 for one year, and a total loss and lost profit of $57,514. Those thirty-one plants do less than 5 per cent of the total commercial printing business of the city, the figures showed.

Sixteen plants, doing $5,000 to $10,000 annual business, showed an actual loss of $11,946, and a total loss and lost profit of $44,367. The average salary of the heads of those sixteen plants is only $1,504 a year, and but nine of them are receiving an amount equal to that paid to journeymen printers under the Rochester scale.

Profits Not Conserved

Twenty-one plants, doing $10,000 to $25,000 annual business, show an actual loss of $4,575, and a total loss and lost profit of $96,005. Five plants, doing $25,000 to $50,000 annual business, show a 3½ per cent profit of $5,968, but a lost profit of $36,309. Eight plants doing $50,000 to $100,000 annual business, show a 7 per cent profit of $33,257, but a lost profit of $38,472. Seven plants, doing an annual business of $100,000 or more, representing only one-twelfth of all commercial printing plants in the city but handling one-half of all the business, show an 8.3 per cent profit of $107,123, but a lost profit of $215,319.

The total profit of the eight-eight plants is only $102,341 a year, as compared to a yearly business of more than two and a half million dollars, and their total lost profit is figured at $535,986.

Too much guessing at costs and proper selling prices, faulty bookkeeping systems, and inability to estimate were some of the most impressive shortcomings of the Rochester printing industry as shown by the survey.

MILLER SAW-TRIMMER COMPANY MOVES CHICAGO OFFICE

The Miller Saw-Trimmer Company announces the removal of its Chicago branch to 524-526 S. Clark Street. Additional space and improved facilities insure prompt service to users of Miller Feeders and Miller Saw-Trimmers. Printers and publishers are cordially invited to call.

NEW ASSISTANT SALES MANAGER MILLER SAW-TRIMMER CO.

The Miller Saw-Trimmer Co. of Pittsburgh announce the appointment of Frank V. Barhydt to the position of Assistant Sales Manager. The creation of this position was made necessary by the rapid growth and development of their feeder and saw-trimmer business.

Frank V. Barhydt, Asst. Sales Manager, Miller Saw Trimmer, Pittsburgh

Mr. Barhydt has been connected with the printing industry for sixteen years, during which time he has made many warm friends among printers and supply men in all parts of the country.

For the past several years, Mr. Barhydt has specialized on labor-saving devices for the printer and therefore is well qualified to assist in the direction of a large force of salesmen selling Miller Feeders and Miller Saw-Trimmers direct to the printing trade.

RECENT PURCHASERS OF LINOTYPES

Ranger (Texas) W. H. Bagley; Deerfield (Wis.) News; Chicago (Ill.) R. R. Donnelley & Sons Co.; Cheyenne (Wyo.) State Leader; Waukesha (Wis.) Herald; Andrews (S. C.) News; Jonesboro (Ark.) Riley Printing Co.; Lancaster (Pa.) Examiner; Hampton Roads (Va.) Naval Training Station; Lillington (N. C.) News; New York (N. Y.) Tribune; Lake City (S. C.) News; Bridgeport (Conn.) W. B. Bishop; Mullens (W. Va.) Advocate; Huntington (Ind.) Press; Clay Center (Neb.) Sun; Jacksonville (Fla.) Florida Baptist Witness; Farwell (Tex.) Tribune; Huron (S. D.) News; Scranton (Pa.) Republika-Gornik; Marion (Ill.) Republican; Tell City (Ind.) News; Philadelphia (Pa.) Walther Printing House.

AGED PENNSYLVANIA EDITOR DIES

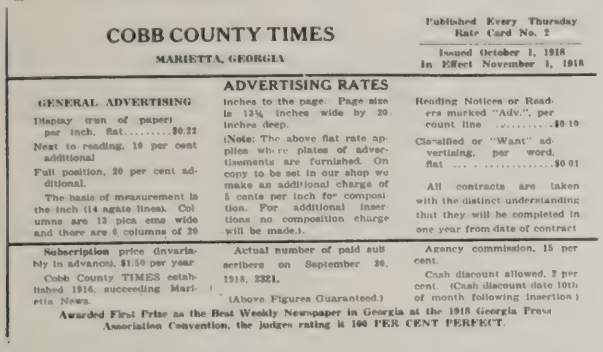
Mr. Hiram H. Wray, aged 71 years, the editor of the Leechburg, Pennsylvania "Advance," died at his home in Leechburg, Pennsylvania, Sunday, March 2nd, 1919.

He was one of the oldest editors in the State of Pennsylvania at the time of his death and had many friends in the profession throughout the Atlantic States.

GEORGIA'S PREMIER WEEKLY

The "Cobb County Times" of Marietta, Ga., is deservedly called "Georgia's Premier Weekly." The editor and manager of the paper, Mr. Otis A. Brumby, is a thorough business man and is meeting with the success that he deserves.

The "Cobb County Times" is a six-column paper, neatly printed, carrying ads in the most approved style of composition, and using a high grade of newsprint. The issue of January 16, 1919, contained sixteen pages of the very best kind of local news features and advertising in liberal quantity. "The Cobb County Times"



COBB COUNTY TIMES
MARIETTA, GEORGIA

Published Every Thursday
Rate Card No. 2
Issued October 1, 1918
In Effect November 1, 1918

ADVERTISING RATES

GENERAL ADVERTISING

Display (run of paper) per inch, flat.....$0.22
Next to reading, 10 per cent additional
Full position, 20 per cent additional.
The basis of measurement is the inch (14 agate lines). Columns are 13 pica ems wide and there are 6 columns of 20 inches to the page. Page size is 13¾ inches wide by 20 inches deep.
(Note: The above flat rate applies where plates of advertisements are furnished. On copy to be set in our shop we make an additional charge of 5 cents per inch for composition. For additional insertions no composition charge will be made.).

Reading Notices or Readers marked "Adv.", per count line $0.10
Classified or "Want" advertising, per word, flat $0.01
All contracts are taken with the distinct understanding that they will be completed in one year from date of contract

Subscription price (invariably in advance), $1.50 per year
Cobb County TIMES established 1916, succeeding Marietta News.

Actual number of paid subscribers on September 30, 1918, 2321.
(Above Figures Guaranteed.)

Agency commission, 15 per cent.
Cash discount allowed, 2 per cent. (Cash discount date 10th of month following insertion.)

Awarded First Prize as the Best Weekly Newspaper in Georgia at the 1918 Georgia Press Association Convention, the judges rating it 100 PER CENT PERFECT.

General Style of Rate Card Advocated by American Association of Advertising Agencies. (six inches in width, three and one-half inches in heighth, on white three-ply card board in black ink)

issues an advertising rate card of the style recommended by the Associated Advertising Agents Association, sample copies of which were distributed at the meeting of the Tri-State Press Association at Memphis, Tenn., March 7-8. The rate for display advertising is 22c an inch with a charge of 10c additional for position next to reading matter. The actual number of paid subscribers on September 30th, 1918, was 2,321, and the figures are guaranteed.

This newspaper was awarded the first prize in the contest carried on by the Georgia Press Association of 1918, the judges rating it one hundred per cent perfect. Publishers who wish to see a model weekly paper would do well to communicate with the publisher of this newspaper, who is not only setting an example for Georgia but for the Nation as well.

COMMERCIAL AND OTHER STATISTICS

MARIETTA

and Cobb County, Ga.

Cobb County population, 35,000.

Marietta population, 8,000.

County Seat.

Two railroads, trolleys, largest chair factory in the southern states, two knitting mills, three marble concerns, locomotive, machine and foundry works, ice plant, and many smaller industries.

Leading agricultural county in state—11 times winner at Southeastern Fair in 13 years. Boys' Pig and Corn Club state champions. Prize Hereford and Jersey herds. Cotton crop over three million dollars annually. Corn, hay, grain, livestock and peaches.

On Dixie Highway, Bankhead Highway. Golf Club. National cemetery. Paved streets. City and county schools. High school. All civic improvements. Three banks in city, eleven in county.

OFFICIAL ORGAN COBB COUNTY.

The reverse side of the Cobb County Times' Advertising Rate Card

UNIFORM ADVERTISING RATE CARD NEEDED

That there is a great need for the adoption of a standard uniform rate card, no one who has studied the situation will, for a moment, deny. After a careful study of the requirements, the American Association of Advertising Agencies has recommended the adoption of a rate card.

It is generally admitted to be the nearest approach to an ideal for a rate card that has ever been devised.

There are reasons enough for publishers to follow the wishes of so large and influential an Association as the one named and an enumeration of them is not necessary.

The rate cards for newspapers should be of white card board (2 or 3 ply), printed in black ink and the size should be 3½ x 6 inches.

Text of Rate Card Dummy

TOWN AND STATE
NAME OF PAPER

FREQUENCY OF ISSUE

Rate Card No. .....
Date of Issue.....
Date in Effect.....

1—GENERAL ADVERTISING
- *a.* Base rate.
- *b.* Time discounts and rates, if any.
- *c.* Space discounts and rates, if any.
- *d.* Rates for special positions.
- *e.* Minimum sizes of advertisements.
- *f.* Other regulations.

2—CLASSIFICATIONS
- *a.* Rates for particular kinds of display advertising.
- *b.* Regulations applying thereto.
- *c.* Rates for "classified" advertising.
- *d.* Regulations applying thereto.

3—READING NOTICES
- *a.* Rates for styles and positions available, if any.
- *b.* Regulations.

4—COMMISSION AND CASH DISCOUNT
- *a.* Agency Commission.
- *b.* Cash discount.
- *c.* Payment dates.

5—MECHANICAL REQUIREMENTS
- *a.* Width of column (for dimensions of plates).
- *b.* Depth of column.
- *c.* Number of columns to page.
- *d.* Size of center double-page space, if sold.
- *e.* Sizes for special spaces, such as half-page advertisements, and cover pages in color.
- *f.* Closing dates.
- *g.* Screen required.
- *h.* Requirements as to originals, electros and mats.
- *i.* Other "mechanical" information.

6—CIRCULATION
- *a.* A member of A. B. C. (?)
- *b.* The general character of medium, such as "local newspaper," "household," "agricultural," "engineering."
- *c.* The locality of circulation, such as "Local," "Pacific Coast," "National."
- *d.* Date in circulation, as related to date of issue.
- *e.* Tabulation giving "date of statement," "for period ending," "circulation," with two lines of blank spaces for later data to be inserted by agency when received.

7—MISCELLANEOUS
- *a.* Restrictions as to character of advertising accepted.
- *b.* Year established.
- *c.* Subscription price, and price per copy.
- *d.* Other publications of same owners, and combination rates and discounts, if any.
- *e.* Other information not grouped elsewhere.
- *f.* Names and addresses of publishers and special representatives.

[This is a dummy for general information which is sought by advertising buyers. It merely shows the order in which the information should be arranged.]

Herewith are presented reproductions, a study of which will prepare any printer-publisher to issue a rate card which will be welcomed in the office of any adver-

tising agency or buyer of advertising.

The letter from Mr. O'Shaughnessy is published because of the sidelight information it contains. The reference to the Cobb County Times rate card is enlightening, as it calls attention to a point which might easily escape notice. The numbers and letters in connection with the items assure the noting of each and serve as a guide and index.

In a large agency office where thousands of accounts are handled, the importance of having a complete supply of data all conveniently arranged in a standard, unvarying order, can scarcely be realized by an individual publisher.

Livetown, Ill., Progress

Published Daily Weekday Evenings and Sunday Morning

Rate Card No. 1 Issued Oct. 12, 1918 In Effect Nov. 1, 1918

("Standard Rate Card" Form. Specimen Card No. 1.)

1—GENERAL ADVERTISING *Per Line Agate*

a. Transient $0.25
b. 26 times 19
52 times 17
156 times 15
312 times 14
c. 1,000 lines 18

2,500 lines $0.16
5,000 lines 14
10,000 lines 13
25,000 lines 12

d. Top of column and alongside reading, or following and alongside reading, .04 per line additional. Alongside reading, .02 per l. add'l.

e. Minimum for full position advertisements, 42 lines. Minimum depth for double column advertisements, 42 lines; triple column 80 lines.

f. Contracts must be completed within one year from date of first insertion.

2—CLASSIFICATIONS *Per Line Agate*

a. Display Classifications
Amusements $0.25
Automobile 14
Educational 14
Political 25
Publishers 14

b. Advertising inserted under Display Classifications rates cannot have "preferred position."

c. Classified (Undisplayed).
Agents Wanted $0.10
Annual Meetings 10
Apartments 10
Bank Statements 10
Business Opportunities . . .10
Dividend Notices 10
For Sale 10
Help Wanted 10
Legal 10
Lost and Found 10
Mail Order $0.10
Meetings 10
Railroad 10
Real Estate 10
Situations Wanted 10
To Let 10

d. No advertisement taken for less than .50 each insertion. Classified advertisements set in agate caps or other acceptable display, double rate.

Model Rate Card (Front Side)
Prepared in conformity with Standard Rate Card of American Association of Advertising Agencies

3—READING NOTICES *Per Line Agate*

a. Political Readers . . . $0.50
Business Notices 35

Readers following news . . $0.50
Readers on Page One 75
Readers preceded and followed by news 1.00

b. Black Headlines charged as double space. Pure reading type not allowed. All readers marked Adv.

4—COMMISSION AND CASH DISCOUNT

a. Agency Commission 15 per cent. *b.* Cash discount 2 per cent. *c.* Cash discount date 20th of month following insertion.

5—MECHANICAL REQUIREMENTS

a. Width of column 2⅜ inches
b. Depth of column 284 lines
c. Seven columns to a page
d. Center spread space not sold
e. Full page type space 15½ in. x 20¾ in.
f. All advertisements for main sheet Sunday must be received by 9.30 P. M. Saturday.
g. Halftone screen required, 65.
h. Can use mats.
i. Sunday, 24 to 40 pages. Daily, 8 to 16 pages.

6—CIRCULATION

	Date of Statement	For Period Ending	Circulation
a. Member of the A. B. C.	May, 1918	April, 1918	121,191
b. Local newspaper.			
c. Circulation local			

7—MISCELLANEOUS

a. Advertising subject to approval
b. Established 1864
c. Subscription Price, daily .02 per copy, $6.00 year.
d. Other publications, none.
e. The rates shown on this card apply to both foreign and local advertising
f. Progress Publishing Company, O. S. Brown, Pres. and Publisher

Harry C. Smith, Vice-Pres.
John B. Jones, Met. Tower, N. Y.
W. R. Jackson, Chicago Representative, Tribune Building

(Prepared in conformity with "Standard Rate Card" of American Association of Advertising Agencies.)

[Reverse Side]

THE STANDARD RATE CARD:—SUGGESTIONS FROM HEADQUARTERS

American Association of Advertising Agencies
Office of the Executive Secretary,
Metropolitan Tower, New York

April 5, 1919.

Mr. Benjamin S. Herbert, Editor National Printer-Journalist, 4618 Ravenswood Ave., Chicago, Ill.

Dear Mr. Herbert:

Your letter of March 26th, with enclosure of proof of article on the Cobb County Times, is very interesting. Mr. Brumby of the Times was in to see me last week, and he showed me a copy of his rate card, which you have reproduced.

I called Mr. Brumby's attention to the fact that he had not given numbers and letters to the items, so that each point of information could be quickly found. The use of the numbers and letters on points of information is both an assurance against overlooking any particular item, and a guide and index.

Because of his fine enterprise, and also because of the fact that he is running such a good, well-managed newspaper, I regret it much that he had overlooked these things in getting up his otherwise excellent rate card.

The dummy form which we prepared shows a sliding scale and also shows the rate by lines. If the publisher has an inch rate all he needs to do is to say "per inch" instead of "per line." If he has a flate rate he can say "flat," and at letter b. instead of showing reductions, say "none." At letter c. in Section 1, if his net rate is flat he can say "none" instead of giving the various rates.

If he has no different rates for display he can simply give the one rate which covers all. If he has one rate for all classified advertising, he can simply leave out the various kinds of classifications, etc.

It is advisable that the publisher should leave off all promotional matter and advertising of all kinds from the rate card.

That sort of information should go on another piece of paper, so that it will take its proper place in the files of the advertising agency.

Every agency has a separate file for information on papers. They look in the rate file for rates only, and in the information files as to the data concerning the character of the paper in the market it serves.

I was very much interested in the Ravenswood Citizen which you were thoughtful enough to send me.

EDWARD O'SHAUGHNESSY.

ORGANIZATION ONLY NEED TO SECURE NATIONAL ADVERTISING

Only lack of organization stands between the country newspaper publisher and a share in the national advertising campaigns that are continually going to the larger dailies and the national magazines. This is the point emphasized in a new bulletin of the School of Journalism of the University of Missouri, just issued under the title, "Problems of Advertising."

Two plans are presented by which the national advertiser may find it possible to deal with hundreds, or even thousands, of country newspapers in a single account. George W. Eads, of the D'Arcy Advertising Company of St. Louis, and N. A. Huse, of the American Press Association of New York, point out in the bulletin that this will save the advertiser the trouble and expense of sending out numerous orders and numerous sets of plates, checking an equal number of papers and writing for countless missing copies, and finally sending out a large number of small checks.

The plan presented by Mr. Eads calls for handling of these details by such an organization as a state press association, while Mr. Huse describes how the details can be cared for by an advertising agency if the papers concerned will make the agency their exclusive representative.

The Bulletin also contains an article by M. P. Linn, general manager of the St. Louis Republic, on the part advertising played in the war, and what advertising can do in regard to the after-the-war trade of the United States.

ARMY OFFICERS JOIN CAPPER FORCE

Captain John G. Bradley, who has been stationed at Camp Stanley, has been discharged from the service and has joined the Promotion Department of the Capper Publications, Topeka, Kansas. Captain Bradley prior to the war was a college instructor and lecturer, but has served an apprenticeship as reporter and copy-writer.

Lieutenant Elliott S. Humphrey and G. F. Anderson, both recently mustered out of service, have joined the Live Stock Service Department of the Capper farm papers. Mr. Humphrey will be stationed in Topeka. Mr. Anderson in Omaha.

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

Military Tract Press Association

Necessity for higher rates for advertising, printing and newspaper sales was voiced by speakers at the sixtieth annual convention of the Military Tract Press Association.

An impressive talk was given by Van L. Hampton of the Macomb Bystander, urging that publishers make a regular and systematized inventory of their stock. He spoke from his own experience of having recently lost his plant by fire.

Officers for the ensuing year are: President, J. E. Dertinger, Bushnell; Vice-president, G. S. Flint, Gates City; Secretary, Van L. Hampton, Macomb.

* * *

Central Wisconsin Press Association

At its sixth winter convention at Stevens Point, the Central Wisconsin Press Association elected as officers the following: E. S. Bailey, Marshfield, President; Frank Leuschen, Marathon, Secretary-treasurer.

The summer meeting will be held in Mosinee.

* * *

Minnesota Editorial Association

The fullest possible coöperation of Minnesota newspapers with the government in the coming Victory Loan Campaign was pledged by the officers and the executive committee of the Minnesota Editorial Association, who were guests at a luncheon given at the Radisson Hotel in Minneapolis recently, by Asa M. Wallace, editor of the Sauk Center Herald, newly elected president of the association. Invited guests included Arthur R. Rogers, chairman, and M. E. Harrison, publicity manager of the Ninth district Liberty Loan organization.

"The Liberty Loan committee can feel assured," said Mr. Wallace in addressing the meeting, "that the editors of the state will stand behind it to make the coming campaign a success. We feel there must be no letting down in the finances of the government with the conclusion of the war."

Mr. Rogers outlined the program of the coming campaign. Efforts will be made, he said, to carry the importance of the sale of Government notes to every community in the state.

* * *

Indiana Republican Editorial Association

At the mid-winter meeting of the Indiana Republican Editorial Association, held recently, the following officers were elected: President, Fred I. King, former editor of the Wabash Plain Dealer; Secretary, W. G. Oliver, Franklin Republican; Treasurer, Jesse Pierce, Clintonian.

* * *

Tri-State Press Frolic

The Tri-State Press Club frolic was held in Sioux City, Iowa, on the evening of Tuesday, March 18th.

The Club extended invitations to ten editors from each of the states of Iowa, Nebraska and South Dakota to act on the reception committee. Dennis O'Leary is president of the Club.

* * *

Colorado Editorial Association

At a meeting of the Executive Committee of the Colorado Editorial Association, held in Denver, March 8th, it was voted to accept the proposition of George T. Haubrich, secretary of the association, to devote half of his time to field work for the benefit of the organization, and also to adopt a plan similar to that in use in Iowa as to dues for daily and weekly papers of various circulations. Mr. Haubrich and Vice-president Crary recently attended the annual meeting of the Iowa Association and thought the plans of that body, which have been so successful(were adaptable to the Colorado Association. A printed copy of the report of the delegation to Iowa, together with the action of the Colorado Executive Committe with relation to it, will be sent to all members of the Colorado Editorial Association.

* * *

Maryland Editors' Association and Del-Mar-Via Press Association

The combined meeting of the Maryland Editors' Association and the Del-Mar-Via Press Association, composed of the newspaper men of Delaware and the eastern shore of Maryland, held their meeting in Wilmington and it was largely attended.

There were numerous addresses by members of both associations and problems of legislation in the interest of newspapers of the state were considered.

* * *

Wisconsin Daily League

A special session of the Wisconsin Daily League was held February 26th at Madison for the purpose of considering pending legislation.

Resolutions indorsing the zone postal system and deprecating the constant appeals of the Government for free publicity were unanimously passed.

Coöperation with the Wisconsin League of Weekly Newspapers recently organized was decided upon and a plan of advertising merchandising was discussed. The meeting was well attended and very enthusiastic. The report of H. H. Bliss, Secretary-treasurer, showed that the past six months had been the most prosperous in the history of the league.

* * *

Big Horn Basin Press Club

The members of he Big Horn Basin Press Club were entertained recently by the citizens of Thermopolis.

There are only about a dozen newspaper offices in the Big Horn Basin, but they are owned by a live bunch of prosperous newspaper men.

The editors devoted a part of their time to the discussion of business matters. During the remainder of the time the guests were royally entertained by local business men and publishers.

All the old officers were re-elected for another year. A resolution was adopted pledging the support of the publishers to a proposition to bond the state for $2,800,000 for highway construction and improvement.

* * *

Iowa College Press Association

The annual conference of the Iowa College Press Association was held at Colfax April 4th and 5th.

W. Earl Hall, editor of the Daily Iowan last year, is president of the state press organization for the present year.

Besides the representatives from the college faculties, two or three able newspaper men of the state and others had places on the program. Informal conferences were emphasized.

The association is made up of representatives from nearly every college in the state which has a newspaper. The officers and directors for the present year are as follows: W. Earl Hall, Iowa, President; Marian Colegrove, Upper Iowa, Vice-president; Paul L. Wood, Coe, secretary and treasurer. Board of directors: Prof. H. R. O'Brien, Ames; Donald C. White, Buena Vista; Rollin Biard, Cornell; Willard Osincup, Grinnell.

* * *

Southern Michigan Weekly Press Association

The Southern Michigan Weekly Press Association at its annual meeting held at Jackson March 8th, devoted a large part of the morning session to a round-table discussion of matters brought up by the members present, finding this a happy variation from the old-time program of addresses. The members discussed a great variety of subjects from "Why Thin Spaces Get Dull," to "National Advertising," and by a free exchange of ideas they obtained much benefit from the meeting.

After dinner a business session was held and the following officers were elected:

President, William E. Beebe, Parma News; Secretary-Treasurer, E. P. Lamont, Hanover Local; Executive Committee—E. H. Ahrens, Tecumseh News; W. L. Ford, Brooklyn Exponent; H. D. Spicer, Paw Paw Northerner; M. H. Defoe, Charlotte Republican; W. F. Sanders, Trenton Times.

The association adopted by a unanimous vote a resolution opposing the pending beer and wine amendment to the state-wide prohibition law.

The members decided to hold a big midsummer meeting at some central point and also to hold one meeting in the western and one in the eastern section of the state this spring.

* * *

Vermont Press Association

The Vermont Press Association held its annual meeting at Montpelier, March 7th, a large number of the newspaper men of the state attending.

An option on the old Greeley house at East Poultney has been obtained by the committee appointed by the association to provide a suitable memorial for Horace Greeley. It was in this house that the famous newspaper man learned the printing trade. The building may be restored and preserved and a suitable memorial tablet erected.

It was from this house that Greeley set out on his career as a journeyman printer which led him to New York state, thence to Pennsylvania and finally to New York City, where he achieved his fame as editor and owner of the Tribune.

The following officers were elected for the ensuing year: President, W. C. Belknap, Bellows Falls Times; Secretary-treasurer, C. E. Crane, Middlebury Register; Vice-presidents, W. H. Wheeler, Vergennes Enterprise and Vermonter; F. E. Howe, Bennington Banner; Chas. T. Walter, St. Johnsbury Republican; M. C. Reynolds, Essex Junction Record; C. C. Lord, Island Pond Herald; D. M. Tobin, Swanton Courier; L. P. Thayer, Morrisville Messenger; Sara Parker, Bradford United Opinion; W. H. Gilpin, Barton Monitor; C. T. Fairfield, Rutland Herald; F. E. Langley, Barre Times; H. C. Rice, Brattleboro Reformer; F. E. Johnson, Springfield Reporter.

W. D. Pelley of the St. Johnsbury Caledonian and Roy Johnson of Randolph were elected to membership. The former gave an interesting talk on the Siberian situation.

Speakers at the annual banquet included Governor Clement, Lieutenant-Governor Stone and Congressman Greene.

* * *

Arkansas Press Association

At the mid-winter meeting of the Arkansas Press Association a resolution was adopted protesting against the repeal of the publicity act, initiated in 1913. The bill for repeal had passed both houses of the legislature and Governor Brough was urged to evto it.

It was decided to abandon this year's proposed press excursion over the state. Heretofore the trips have been a part of the annual meeting usually held in May. The election will be held at the May meeting.

* * *

Essex County (Mass.) Press Club

About 125 members of the Essex County Press Club were guests of the Salada Tea Company at the latter's plant in the Boston Back Bay district, March 7th. Following an inspection of the plant and a buffet luncheon, a meeting of the club was held with Mrs. Atherton, wife of the "perpetual" president, Horace H. Atherton, Jr., register of probate for Essex County, presiding.

As the time arrived for the election of a new president, the redoubtable Horace appeared on the scene arrayed in a wonderful army uniform, reminiscent both of the recent world conflict and the Spanish war, his scarlet coat almost hidden by a remarkable array of war medals and wearing for a wrist watch a full-grown alarm clock. He proceeded to renominate and re-elect himself as "perpetual" president and after that the fun was fast and furious, excepting for a short memorial session in tribute to six members who had died since the last meeting of the club in October. These members were Walter F. Osborne of Gloucester, George N. Nichols, Robert H. Williams and Charles E. Corbett of Lynn, Charles E. Trow of Salem and Howard F. Brock of Topsfield.

Among those who spoke during the evening were: Rev. William F. Doucette, chaplain of the Massachusetts House of Representatives; Walter N. Collins, acting mayor of Boston, and Joseph A. Connolly, Russian consul at Boston.

* * *

Texas Press Association

The Texas Press Association will meet in San Antonio June 12th and 14th. Headquarters will be at the Gunter Hotel, and while the time is too far off to make definite arrangements, plans already are under way for the entertainment of the state pencil pushers.

The June convention will mark the fifth session the association has had in San Antonio. The first meeting was held in 1886 when L. L. Foster was in the chair as president and J. B. Cranfil, secretary. The last

meeting of the association in San Antonio was held in 1913 and at that time Joe L. Taylor was the president with Sam P. Harben, secretary.

The last meeting of the Press association was held in Fort Worth, May 9 to 11, 1918.

At the convention in Fort Worth Harry Koch was elected president; Sam Fore, Jr., Vice-president; S. P. Harben, secretary, and C. F. Lehmann, treasurer. Mr. Koch has since died and Mr. Fore is now in the chair, filling the unexpired term.

* * *

Western N. Carolina Press Association

On account of the influenza in Ashville the meeting of the Western North Carolina Press Association was transferred to Hendersonville and an interesting session was held.

President Noah M. Hollowell, editor of the Hendersonville News, presided at the meeting and made a very interesting and instructive address ta the members. The following program was carried out.

3:30 P. M. Opening remarks by president. Roll call and reading minutes. "How to Get More Home Advertising."—H. A. Holden, Canton Observer. "The Make-up of a Country Weekly."—S. E. Whitten, Marion Progress. "Is Free Government Advertising Patriotism?"—G. O. Mercer, Cherokee Scout. "Better Pay for Legal Advertising—How to Get It," round table discussion, led by B. F. Copeland, Tryon News-Bee.

8 P. M.—"Good Circulation Building Methods."—R. L. Sandidge, Bryson City Times. "Is Partnership Desirable on a Country Weekly,"—J. D. Boone, Waynesville Mountaineer-Courier. "Methods for Soliciting Job Work."—Ora L. Jones, Asheville Labor Advocate. "Is Co-Operative Buying of Supplies Practical for W. N. C. Publishers?" round table discussion.

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Northern California Press Association

Northern California Press Association will meet at Oroville May 10-11, for its regular spring convention. A few routine matters will be disposed of the forenoon of the 10th. Papers, discussions and addresses on subjects of interest to the craft. Ramsey Oppenheim, of Western Advertising, on Local and Foreign Advertising; Harry Hammond ,editor of the biggest small-town weekly in the State, the Byron Times, and publisher of the biggest booster edition in the West, on "The Personal Touch"; A. W. Gluckman, of the Marysville Democrat, on Subscriptions in Advance; L. A. Smith, of the Marysville Appeal, Gold Medal Contract; Period of Shop Talk, and one or two other members to be booked.

Reception in the evening by the Chamber of Commerce, with program of toasts, and drive through the foothills of the Sierras or up the Feather River Canyon on Sunday.

The association holds a spring and fall meeting each year at different towns in the district, resulting in a better spirit of coöperation, gingering up the craft and local business men in general, and detailed knowledge of all sections of Northern California, which embraces the great lumber interests, the bulk of the mines, vast fruit and general farming areas, water-power sites, wonderful scenery—and the State Capitol with the political possibilities tempting to most editors.

* * *

Oklahoma Press Association

John S. Appleby, former publisher of the Hobart (Okla.) Republican, has been selected as manager of the Central Advertising Bureau of the Oklahoma Press Association, and has opened temporary offices for the bureau at 411 Oil Exchange Building, Oklahoma City.

Ten newspapers of the state have joined the bureau and paid their fees; several others have announced their intention to send in fees at once, and the success of the bureau will be assured as soon as thirty papers join.

At a meeting of the committee in charge of the bureau in Oklahoma City it was decided that new members will be admitted without paying a cash fee under an agreement that the fee will be deducted from the first business the bureau gets for the paper.

Those papers now members included the Atoka News, Waurika News Democrat, Osage Journal of Pawhuska, Sapulpa Herald, Okemah Ledger, Purcell Register, Norman Transcript, Norman Enterprise, Kiowa County Democrat of Snyder and El Reno American.

A resolution was adopted by the committee that all members of the bureau make it their sole representative in soliciting and contracting for national advertising.

It also was agreed that rates quoted by members to the manager shall be the net prices quoted to all advertising agencies.

Good Roads Advertising.—In addition to members of the bureau committee several newspaper publishers attended the meeting and a movement was started to secure a just proportion of all good roads advertising for the members of the press association.

The members of the committee present were President John Anderson, Snyder Democrat, R. H. Parham, Norman Transcript, E. A. Gaston, Okemah Ledger, and H. P. Cunningham, Fairview Enterprise.

Others present included Edgar Bronson, El Reno American, Secretary-treasurer of the Press Association; John Golobie, Guthrie Register; Byron Norrell, Ada News, and H. H. Herbert and Fred E. Tarman, school of journalism, University of Oklahoma.

As soon as the success of the bureau is assured it will be moved to the school of journalism at Norman, where it was located by the association at its January convention.

* * *

Weeklies in Drive for Business

A group of progressive weeklies throughout the Province of Ontario have formed an organization called the Selected Town Weeklies of Ontario, the object being to secure more national advertising. Membership has reached thirty-six and includes the more prominent of the weeklies and semi-weeklies of the Province.

A good many national advertisers in the past, while fully appreciating the value of the circulation of mediums like those embraced in the membership of Selected Town Weeklies, have neglected placing them on their list because of the work involved in connection with making contracts and checking a considerable list of papers of comparatively small circulation.

This objection has been overcome in the case of Selected Town Weeklies through establishing a central office, where all this detail work is undertaken. All the advertiser has to do is send his schedule and master plates to the central office.

C. M. Mundy, publisher of the Oshawa Reformer, is Secretary-treasurer and in charge of the office, which is located in Oshawa.

No "ready-print" newspapers are allowed in the organization, nor papers of "inferior standing." To become a member a publisher must show a circulation of at least 1,500 copies. By organizing apart from the "ready-prints" and going after business in a business-like way, the association hopes to get a fair share of national advertising. A representative has been located

in Toronto, and he will get in touch with national advertisers and advertising agents and carry on a mail campaign for outside business.

The officers of Selected Town Weeklies are: President, Howard Fleming, Owen Sound Sun; Vice-president, H. B. Donly, Simcoe Reformer; Secretary-treasurer, C. M. Munday, Oshawa Reformer; Directors, H. J. Pettypiece, Forest Free Press; W. E. Smallfield, Renfrew Mercury; J. W. Eedy, St. Mary's Journal; C. W. Young, Cornwall Freeholder; D. Williams, Collingwood Bulletin.

* * *

Local Publishers Adopt Standard Rate Card

At the regular monthly meeting of the Cook County Press Club, held at King's Restaurant, Chicago, April 5th, upon motion by Mr. Benjamin S. Herbert of the National Printer-Journalist, the club voted to adopt a standard rate card, recommended by the American Association of Advertising Agencies. The Cook County Press Club, which is made up of the editors of local newspapers published in various sections of Chicago, also unanimously supported a resolution committing the membership to the adoption of an aggressive campaign for the securing of foreign advertising and of legal publication notices. The committee in charge of the campaign is headed by Mr. Floyd Haas of the Calumet Index.

* * *

Two Associations Plan Joint Outing

At a joint meeting, Monday, April 8th, of the entertainment committee of the Cook County Press Club and the Suburban Publishers' Association, arrangements were perfected for the holding of a combined outing, the ladies to be included, June 28th and 29th. The plans embrace a trip by autos to some lake resort 100 miles of Chicago, to eat out of doors, to hold a barbecue, to sleep in tents and to "rough it" in approved camping style. The committee in charge is composed of Messrs. Frank Furstenheim, Chairman; Benj. S. Herbert, Secretary; H. F. Crunden and John I. Phillips, Committee on Tents and Properties; Ed Moebius, Frank F. Novy, "Dave" N. Mallory, Entertainment and Commissariat; Fred Burke, invitations.

PRESS CONGRESS OF WORLD TO CONVENE IN 1920

Dean Williams of the School of Journalism of the University of Missouri, President of the Press Congress of the World, announced today, on behalf of the Executive Committee, that the date for the assemblage of the Congress which had been tentatively set for November 11, 1919, the first anniversary of the signing of the armistice in the World's War, has been re-set for 1920, the exact month and day to be definitely determined and announced later. Dean Walter Williams said, "The new date was decided upon by the Executive Committee of the Congress following conference with, and approval of, the New South Wales Government. The sessions will be held at Sydney, and the program carried out as originally planned. Re-setting the date was made necessary because of conditions that could not be foreseen at the time the 1919 date was chosen. The chief reasons which caused the committee to take the action it did were: first, the existence of congested ocean transportation conditions which made travel unsually expensive and difficult until war-time control of shipping ceases, as it will probably toward the end of the year; second, that politically, socially, and economically, certain great nations of Europe where the Congress has a large active membership have developed an unrest not foreseen when the conclusion of the armistice was made the starting-point for convening the Congress, an unrest which will doubtless be allayed after the adjournment of the Peace Conference; but which now requires the presence of the European journalists. and, third, the outbreak of influenza in Australia, fortunately so far in a mild form, but likely to recur at the end of this year, and the virulence of the epidemic in Europe and in the East, foreshadow possibilities of quarantine and other annoyances and delays for overseas travelers. As soon as peace is signed, and shipping released to normal conditions, the date during 1920 at which the Congress will be convened in Sydney will be definitely announced and made absolute."

The Congress Executive Committee consists of: Virgilio Rodriguez Betata, Diario de Centro-America, Guatemala City, Guatemala; J. Ryan, M. L. C., Australian Provincial Press Association, Lithgow, New South Wales, Australia; Robert Bell, Guardian, Ashburton, New Zealand; K. Sugimura, Asahi Shimbun, Tokio, Japan; Dr. H. Schoop, Swiss Press Association, Wiedingstrasse 30, Zurich, Switzerland. The Secretary-Treasurer, A. R. Ford, Dominion Press Gallery, Ottawa, Canada; and the President, Dean Williams.

INCONSISTENT BUSINESS POLICY OF GOVERNMENT ARRAIGNED

At the March meeting of the Massachusetts Press Association, held on March 10th, at the United States Hotel in Boston, the association went on record as opposed to giving free space to Government war committees and agencies, adopting the following resolutions:

Whereas, the members of the Massachusetts Press Association believe the methods pursued by the Liberty Loan, War Savings Stamps and other Government war committees and agencies, including the federal income tax authorities are and have been contrary to recognized principles of business, lacking in efficiency from the standpoint of the nation's interests and unfair to the publishers of newspapers of the state and nation, and

Whereas, advertising space is a commodity upon which the publishers depend for their livelihood, and

Whereas, the various Government agencies are paying the going prices for printing, supplies and other commodities entering into the conduct of their departments, as well as employing assistants at standard salaries;

Resolved, That the Masschusetts Press Assocition hereby expresses its belief that the space occupied by the publicity desired by these agencis should be paid for at regular advertising rates and that such action would be conducive to the elimination of the inconsistencies, duplications and economic waste that have characterized publicity campaigns, in the past; and be it further

Resolved: That the Massachusetts Press Association does not consider the use of prepared reading matter, in either manuscripts or stereotype-plate form, referring to these subjects, as consistent with its position on the question of the desirability of paid advertising for Government and associated campaigns.

Local news reports of the progress of compaigns or efforts locally to further them are not construed as coming within the scope of the preceding resolution.

IRELAND SUBSCRIBER RENEWS

Messrs. W. & G. Baird, publishers of the Belfast, Ireland, Telegraph, who have read the National Printer-Journalist, for many years, again renew their subscription, under date of March 25th, offering a compliment as to their appreciation of the journal's usefulness.

TEXANS SECURE LIBEL LAW IMPROVEMENT

The Privilege act, amending the Texas Libel Law, will become effective ninety days after the adjournment of the regular session of the Legislature about June 14th.

This is one of a group of four libel bills presented by the Texas Managing Editors' Association in the Legislatures of 1915 and 1917. One of the four bills became a law in 1917. It restored to the statutes the article reserving the common law defences, which had been omitted by the codifiers through inadvertence.

At the same session of the Legislature the bill restricting venue in libel cases to the counties of the residence of the plaintiff or defendant was enacted, but the then Governor vetoed it. This bill has finally passed the Senate of the present Legislature and the prospect for it to become a law is good.

Another of the bills sought to require libel claimants to give notice of their claims within ninety-five days after the cause of action accrued, so as to give defendants a chance to get proof of the transmission and delivery of telegrams before telegraph companies destroy these records. This has been unfavorably reported.

When the new bill shall become effective, as above indicated, the Civel Law of Texas will read as follows:

Article 5595. Definition.—A libel is a defamation expressed in printing or writing, or by signs and pictures, or drawings, tending to blacken the memory of the dead, or tending to injure the reputation of one who is alive, and thereby expose him to public hatred, contempt or ridicule, or financial injury, or to impeach the honesty, integrity, or virtue, or reputation of any one, or to publish the natural defects of any one and thereby expose such person to public hatred, ridicule, or financial injury.

Article 5596.—Mitigation of Damages.—In any action for libel, the defendant may give in evidence if specially pleaded, in mitigation of exemplary or punitive damages, the circumstances and intentions under which the libelous publication was made, and any public apology, correction or retraction made and published by him of the libel complained of. The truth of the statment or statements in such publication shall be a defence to such action.

Article 5597. What Matters Deemed Privileged.—The publication of the following matters by any newspaper or periodical, as defined in Article 5595, shall be deemed privileged, and shall not be made the basis of any action for libel without proof of actual malice:

(1) A fair, true and impartial account of the proceedings in a court of justice, unless the court prohibits the publication of the same, when in the judgment of the court the ends of justice demand that the same should not be published, and the court so orders; or any other official proceedings authorized by law in the administration of the law.

(2) A fair, true and impartial account of all executive and legislative proceedings, including all reports of and proceedings in or before legislative committees, and of any debate or statement in or before the Legislature or in or before legislative committees, and of any debate or statement in or before the Legislature or in or before any of its committees, and including also all reports of and proceedings in or before the managing boards of educational and eleemosynary institutions supported from the public revenue, or City Councils or other governing bodies of cities or towns, of the Commissioners' Court of any county, and of the Board of Trustees of the public schools of any district or city, and of any debate or statement in or before any such body.

(3) A fair, true and impartial account of public meetings, organized and conducted for public purposes only.

(4) A reasonable and fair comment or criticism of the official acts of public officials and of other matters of public concern published for general information.

Article 5598. To Be Construed, How.—Nothing in this title shall be construed to amend or repeal any penal law on the subject of libel, nor to take away any now or at any time heretofore existing defence to a civil action for libel, either at common law or otherwise, but all such defences are hereby expressly preserved.

The Texas Libel Law especially recognizes privileges to newspapers and to periodicals, where the common law and the statutes of other States make no distinction.

THE CHALLENGE MACHINERY COMPANY APPOINTS GENERAL SALES MANAGER

The Challenge Machinery Company of Grand Haven, Michigan, announces the appointment of D. N. Mallory to the position of General Sales Manager, taking effect March 10th, 1919. The creation of this office is made necessary by the rapid growth and developments of their business.

"Dave" N. Mallory, as he is familiarly known by the trade and associates in allied lines, comes to the Challenge Machinery Company with a seasoned knowledge and experience of the business, having been born in a print-shop and learning the printing trade in all its branches, coming up through years of training in different offices from "devil" to superintendent and manager,

Mr. "Dave" N. Mallory
General Sales Manager, The Challenge Machinery Co.

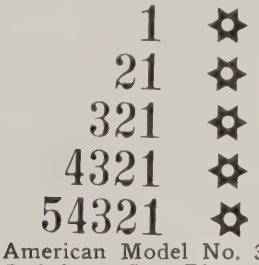
finally landing as Salesman for Barnhart Bros. & Spindler. Later he was appointed by them as Efficiency Engineer, in which capacity he designed many printing buildings and made layouts of plants in all parts of the country. Many modern labor-saving devices and pieces of furniture have been designed by him.

For the past three years "Dave" has been a Special Representative and Salesman for the Intertype Corporation—Mid-West Branch at Chicago—and leaves with their best wishes for success in his new job. He always

applies the "Golden Rule" in business, and for that reason he has made many warm friends among managers and salesmen in allied lines, with whom he will become more closely associated in his new position.

AMERICAN MODEL "30" LEFT-HAND STAR PLUNGER

Many attempts have been made to produce a practical typographic numbering machine in which the space between the "No." on the plunger and the printing figure wheels is eliminated. This space is not so noticeable



American Model No. 30
Left-hand Star Plunger

when five or six wheels are in use but in many cases it is objectionable in small jobs where the numbers run to one thousand or less.

In order to meet the many demands for a machine in which the distance between the figure wheels and the plunger can be equalized the American Numbering Machine Company has recently placed upon the market a new model in which the plunger is situated on the left-hand side of the machine and engraved with a star instead of the regulation "No." Imprints are shown above from which it will be noticed that the distance from the star to the unit wheel is the same whether one or all of the wheels are in use. This system of numbering is now being used in a great many check jobs, where the "No." already appears on the check, and in cases where printers desire to do away with friskets.

New catalogue just issued may be obtained by applying to the American Numbering Machine Company, 220-226 Shepherd Avenue, Brooklyn, N. Y.

SPECIAL MEGILL GUAGES FOR MILLER FEEDER

Trouble has been experienced in the running of machine-fed platens owing to the curling of the sheets. This is due to the lack of suitably equipped guages and should not be charged against the feeding mechanism. The feeding mechanism does its work in placing sheets on the platen and withdrawing from the platen at the proper moment. But the sheets are perverse and need to be controlled at the gauges and kept in their approximate position on the tympan.

Experience has discovered the cause of these troubles and Edward L. Megill of New York has succeeded in relieving the situation by designing a "special equipment" applicable to his various patented gauges but which are particularly desirable in connection with his Double-Grip Gauges so popular in both machine feeding and hand feeding and especially with printers doing printing where rigidity of hold for heavy stock and endurance for long runs of color and other work is the important thing. These gauges with the special equipment can be obtained at a slight advance over the price now charged for the hand-feed sort, but can be used for either machine feed or hand feed by changing from one equipment to the other.

Users of the Miller Feeder may have their set of Double-Grip Gauges supplied with this special equipment by forwarding the small sum of 50c to Edward L. Megill, 60 Duane St., New York, N. Y.

FRANK F. NOVY, NEW CHICAGO BRANCH MANAGER OF THE CHALLENGE MACHINERY CO.

Frank F. Novy, well known to printers and supply men, especially in the Chicago territory and throughout the west, has been appointed Manager of the Challenge Machinery Company's Branch at 124 S. Wells Street.

Mr. Novy has had a most comprehensive and thorough experience in the printing and supply house business. Starting back in the latter part of the nineties, he had held important positions with such nationally known firms as American Type Founders Co., Keystone Type

Mr. Frank F. Novy
Manager Chicago Branch, The Challenge Machinery Co.

Foundry's Chicago Branch, Champlin Type and Machinery Co., and Western Type Foundry. After seven years with the Keystone Type Foundry, at Chicago, upon their consolidation with the American Type Founders Co., January, 1918, he went with the Miller Saw-Trimmer Co., Chicago Branch.

Mr. Novy's hosts of friends in the printing game will congratulate him upon his connections with the Challenge Machinery Co., the well known printing machinery manufacturers.

MILLER MACHINES PICTURIZED

The two principal manufactures of the Miller Saw-Trimmer Company have been picturized and have become film stars of magnitude. According to beautifully printed announcements, Mr. Theodore R. Foster of the main office of the Company at Pittsburgh, was to have lectured to the printers of Harrisburg and Reading, Pa., using as the basis of his address 2,000 feet of motion pictures. The making of iron castings, the rolling of steel and the method of manufacture of Miller Saw Trimmers and Miller Feeders and of their operation in fourteen plants in Philadelphia, Chicago, New York, Pittsburgh and other cities, afforded the plot of the photo-drama, or the theme of the lecture.

Doubtless the lecture and pictures had the effect of stimulating a further interest in Miller products.

THE STANDARD ACCOUNTING SYSTEM FOR PRINTERS

By J. Hugh Jackson, Assistant Professor of Accounting, University of Minnesota, Minneapolis, Minn.

IT has been said that of all the occupations which have developed in modern times into the professions, the oldest is probably that of building. It is natural that every human being should provide protection for himself and his belongings from the cold, heat, and other inclemencies of weather with which even the most favored countries are at some season visited. But no sooner did these ancient men begin to build huts for their protection than they began to barter and traffic; and barter, even in its most primitive form, involves some kind of a system of accounts. Simple accounting, therefore, must have come into existence at a very early period of the world's history; long before the needs of mankind called for even the most elementary system of law, and before there was anything that could be regarded as the first first beginnings of the modern profession of medicine.

Apart from any purely speculative theories as to the antiquity of accounting, the profession can undoubtedly claim that in the relics of the earliest civilization, of which some monuments are still extant, there is evidence of the existence of a genuine system of bookkeeping which is not altogether without interest to the accountant or business man of today.

Modern research in the remains of ancient Babylon has brought to light a large number of tablets made originally on soft clay which were written upon with a metal stylus and then hardened by baking or drying in the sun. Many of these tablets, which date back to 2,600 B. C., contain records of loans, of partnerships, and of other similar commercial transactions. Other tablets of a more recent date record similar transactions carried on in a somewhat more complicated state of society. For example, these tablets show that the Sons of Egibi carried on a banking business in Babylon for a considerable period of time, or down to about the fourth century before Christ. The tablets on which these transactions are recordeed vary in size from three-fourths of an inch by one-half inch to some nine inches by twelve inches; and tablets have been found with writing, not only on both sides, but on the edges of the tablet as well. Many of these tablets are undated. Those who have examined them have concluded that these were merely the rough memoranda from which copies were made on larger tablets in considerable more detail. The writing on these larger tablets bear signs of having been transcribed with the greatest of care. Later on the clay tablet was superceded by the papyrus, which was written upon with a reed.

This interesting study of accounting might be continued indefinitely, and it goes to show that the subject presented in this paper is not a new and untried one, but that accounting was centuries old before our modern industries were born. The basis of our modern accounting, however, did not exist in these ancient times, but was first discovered or introduced when Luca Paciola, the well-known Venetian mathematician, published the first work on bookkeeping in 1494. The entire work was divided into two parts, the first one dealing with Arithmetic and the other with Geometry. The portion of the book dealing with bookkeeping was found at the end of the first part, and the introduction to this portion of the book was as follows:

"In order that the honorable subjects of The Most Gracious Duke of Urbino may have complete instruction in the ordering of Business, I have decided to go beyond the proposed scope of this work, and add this most necessary Treatise."

This "most necessary Treatise" is divided into thirty-six chapters, its object being to give the trader without delay information as to his assets and liabilities. Appropriate of its early connection with mathematics, double entry bookkeeping starts out with equation. The recording of all subsequent transactions consists in altering the form of the equation without affecting the equality of the two numbers. The original equation, which we may technically call the bookkeeper's "Balance," may be simply expressed as follows:

The Value of the Various Goods One Owns = The Amount One is Worth.

Or, to use shorter terms:

Goods = Worth.

Or, still further:

Goods = Liabilities + Worth.

Or:

Goods — Liabilities = Worth.

The "Goods" records the various items of assets owned, the "Liabilities" the various debts owed, while the "Worth" (more commonly called the "Proprietorship") serves to exhibit the amount of capital invested at the beginning of the period, and the gain or loss accruing at the end of the period. It is this agreement between the "Worth" (or Proprietorship) and the "Goods" accounts which serves as an evidence of accuracy, and constitutes the characteristic merit of double entry bookkeeping.

The principles illustrated in the equations given above characterize all modern accounting. The Commercial Balance Sheet, which may be said to be the goal of modern accounting, is represented by the equation, Assets = Liabilities + Proprietorship; or, expressed differently, Assets – Liabilities = Present Worth of Business.

The detailed records by means of which these principles are portrayed to the modern business man have passed through many changes and ramifications. This has been necessary in order that these principles might be adapted to the needs and peculiarities of the various industries which modern industry has brought into be ing, but, without fail, even a casual observer will see that there is the same principle underlying it all.

Too often, I fear, the average business man has viewed an accounting system in somewhat the same way the farmer viewed the game of golf. A city Country Club was having its annual tournament, the story says, when a farmer drove by. The game was so intense that he stopped his team and became an interested spectator. Some members of the Club, noticing the interest with which he watched the game, finally invited him to share the sport. First they explained to him the way in which the game was played, showed him how to set the ball and drive off; then they asked him if he would like to try. He said that he would. After a few preliminary swings, he struck the ball with such force that the Club members stood in open-mouthed astonishment. It seemed that the ball would never stop; it rolled on and on and on, and finally became still just two inches from the pocket. As they gathered about it,

the club members expressing their astonishment and amazement that any one could make such a drive, the farmer scratched his head ,and said, "By gosh! I missed it!"

Too often the business man, and the Printer is as guilty as any of the rest, has adopted an accounting system, given it a hurried try-out, and because it did not get the desired information at once, he has said with the farmer, "By gosh! I missed it!" In order for any accounting system to be a success it must be carefully nourished, given months and perhaps years of careful study, and even then it will not necessarily fit the needs of each individual establishment. Your Committee, acting under the auspices of the national organization, has made every effort to design and prepare an accounting system which will meet the needs of the Printing Industry. I am certain that they have very largely succeeded; there are undoubtedly some plants, however, in which the system as designed would be an entire failure. In the development of the Standard Accounting System some of the best men in the Printing Industry have been consulted; accountants and advisors in several fields of activity have given it careful thought or have passed judgment upon some particular point. The forms have been carefully drawn up and bound together in a Demonstration Book, transactions have been recorded therein to illustrate the use of the System; and, lastly, a Treatise has been prepared which explains the use of the forms and the meaning of the entries made on them.

The records comprising the system have been divided into two parts. First, there are the primary books which comprise the actual bookkeeping system, and, secondly, the acessory records which support these primary books or furnish the information from which the entries are made. All of the books and records have been given distinguishing symbols, and consist of the ordinary bookkeeping forms designed to meet the needs of a special industry. The primary books consist of four special column books of original entry, and, as illustrated in the Demonstration Book, of four ledgers. These are as follows:

Cash Book (Form A)
Purchase Register (Form B)
Sales Register (Form C)
Journal (Form D)
General Ledger (Form F)
Factory Ledger (Form F-1)
Purchase Ledger } These ledgers may be designated as Forms F-2 and F-3, if it be so desired.
Sales Ledger }

Only the General Ledger (Form F) is essential to the System, but the Factory Ledger, Purchase Ledger, and Sales Ledger are illustrated as intricate parts of the Standard Accounting System, and as controlled by the proper accounts in the General Ledger.

The Accessory Records or Books, as illustrated in the Standard Accounting System, consists of the following:

Order Book (Form G)
Summary of Sales for Year (Form H)
Statement Book (Form I)
Schedule of Fixed Charges (Form J)
Summary of Dept. Costs (Cost Form 9-H)
Individual Job Summary (Cost Form 2)

In addition, the ordinary Trial Balance and Schedules of Subsidiary Ledgers are used.

The Standard Accounting System, it should be remembered, is built around the Standard Cost Finding System and, wherever possible, the forms used in the Cost Finding System have been used in building up the Accounting System which was to interlock with the Standard Cost Finding System. The two cost forms named—the Summary of Department Costs (Cost Form 9-H) and the Individual Job Summary (Cost Form 2)—are already familiar to practically every printer in America, and these cost forms CONSTITUTE THE INTERLOCK between the Standard Cost Finding System and the Standard Accounting System as here devised. There are certain points in the new Accounting System which the Committee probably would have had otherwise, but it was necessary to make them conform with the Standard Cost Finding Slystem already adopted by your national organization.

A classification of accounts is presented in the front of the Demonstration Book, and this classification will form a logical basis for you in laying out the accounts necessary in your particular plant. The general groupings are subdivided so as to give the greatest possible information to the proprietor or manager of the business, and a thorough understanding of these accounts is necessary if the accounting system is to be a success in any business in which it may be installed. It is for this reason that every printer should himself possess a copy of the Treatise and of the Demonstration Book, and should himself master the general principles underlying the Standard Accounting System. In the preparation of the Treatise it was taken for granted that the printer's bookkeeper has an elementary knowledge of bookkeeping, such as would be obtained in a one-year commercial course, or the average course as given in the Public High Schools. The bookkeeper, however, may find certain difficulties in adopting at once the forms and classifications of accounts which your committee has prepared. It is certain, though, that with a little perseverance, the system can be installed in any printing establishment, large and small, and the information obtained thereby will many-fold repay the printer for the cost and trouble of installing the system.

It is unnecessary, in this brief discussion, to discuss in detail each of the primary books of the Standard Accounting System. Complete information as to their purpose and use is given in the Treatise accompanying the Demonstration Book; this discussion will therefore be confined to some of the more interesting phases especially relating to the Printing Industry. In response to a demand among printers for a method of determining the gain or loss for each department in their plant, and on each material used, a series of "Distribution of Sales" columns have been provided in the Sales Register. These columns furnish a means of determining, when compared with the costs as shown in various other columns in the Sales Register, and providing the distribution is wisely made, the net profit or loss arising on each material used and in each operating department of the plant. Provision is made on the individual job summary to record not only the exact cost of a production order, but to show also the selling price—this selling price to be determined by taking a fixed selling price per hour, and multiplying this by the number of hours estimated or actually used to do the work in each department. This sales distribution is provided in detail for each month in the Sales Register, and should be carried in summary at the end of each monthly period to the Summary of Sales for Year sheet provided with the accessory records. In this way the printer can have a consecutive record showing the profit or loss on each department in the plant and on each material used in his business during the entire year, and it will enable him

to discover what departments, if any, are causing him to lose money.

Three separate statements are provided in the Statement Book (Form I). These are prepared only at the end of current and fiscal periods, and summarize the operations of the entire business. It is recommended that you use the form of statements presented in the Standard Accounting System; they are simple and easily understood, and give the infomation which it is essential for the printer to have. The statement of Factory Operations (Form I-1) analyzes the cost of completed work for the period and gives the Cost of Sales as shown on the Income Statement. The Income Statement (Form I-2) analyzes the losses and gains for the month or year past, and shows what the progress of the business has been—that is, whether your business has lost or made money for you. The net profit (or loss) as shown by the Income Statement is then carried to the Balance Sheet (Form I-3), and there the present status of the assets, liabilities, and Net Worth of the business is shown. If these uniform statements will be continuously and faithfully used, you will obtain information concerning your business that few printers have obtained heretofore.

The Schedule of Fixed Charges (Form J) is not absolutely essential to either the Standard Accounting System or the Standard Cost Finding System, but the information in regard to depreciation, interest on plant investment, insurance, and taxes that **is necessary to aid in determining the productive hour cost** on Cost Form 9-H is furnished thereon. The schedule should be prepared at the beginning of the fiscal period, and should remain unchanged throughout the year unless there are considerable adjustments to be made. To illustrate, if a large amount of machinery is either purchased or sold, or if the inventory is permanently increased or decreased, adjustments should accordingly be made for the remaining part of the fiscal year. A schedule of fixed charges is likewise prepared for the month, being one-twelfth of the amount shown on the annual schedule of fixed charges. This monthly schedule furnishes the information from which the journal entry is made charging the operating departments of the plant (and likewise the controlling account) and crediting the Reserve for Depreciation, Interest on Plant Investment, Insurance, and Taxes accounts, respectively. These charges are also found recorded on the Cost Form 9-H under the fixed charges of the month. It is certainly more logical to prepare this information on a definite schedule than to obtain it for the Cost Form 9-H, and for the books of entry, in any heterogeneous way.

Cost Form 9-H and Cost Form 2 need no discussion. You are familiar with them, but I cannot too strongly emphasize that these are the all-essential cost forms in tying up the Cost System with the new Standard Accounting System. The information necessary to make out the Cost Form 9-H is obtained largely, or entirely, from the books of account, and therefore this form is necessary to determine what part of the expenses as shown on the financial books shall be charged hourly to the individual jobs; the Cost Form 2 (Individual Job Summary) furnishes the entire information necessary to credit the General and Factory Ledger accounts, this credit coming through the Sales Register, and therefore this form determines the amount of credit that shall be made to the Departmental and General accounts for work done in the plant. It is thus seen that these two Cost Forms are absolutely essential in interlocking the Standard Accounting System with the Standard Cost Finding System.

The printing industry has long been in need of a means of stabilizing the business, and for this purpose a Reserve for Overhead account has been provided. This account will be debited or credited for the difference between the actual cost of materials and operating expenses charged during the month to the departmental factory accounts (and likewise to the General Ledger controlling account), and the value of the completed work and the work in process as credited to these same accounts. These entries should be made at the end of each monthly, or other, closing period. The account is thus the **adjustor of monthly cost fluctuations,** and absorbs the differences between the **set-up cost** (based on the costs of previous months as shown on Cost Form 9-H) and the **actual cost** of the work done during the month. By this adjustment the printer can tell, as more fully explained in the Treatise, about how much the **set-up hour cost** for the present month must be increased or decreased over that of the past month. Inasmuch as the costs recorded on Cost Form 9-H are averages for twelve months, the costs of a single month will vary from them somewhat.

The Reserve for Overhead account should be credited at the beginning of each month (or period taken) for a percentage of the sales of the previous month, and a considerable reserve should be kept as a factor of safety —say (just for illustration), not less than ONE per cent of the monthly sales. When this account is credited the departmental factory accounts (and the General Ledger controlling account) are debited with their proportion of the total amount.

At the end of the monthly periods the adjustments of the departmental factory accounts will be closed in the Reserve for Overhead account, and, at the close of the fiscal period, any excess over a wise reserve to be kept in the Reserve for Overhead account may be added to the Loss and Gain, and any deficiency may be made up from it. This feature alone of the Standard Accounting System will make it invaluable to the printer who installs it in his plant.

In conclusion, the object of all accounting is to ascertain, compile, and present in a comprehensive manner, for administration purposes, the facts concerning the financial operations and conditions of the business; this the Standard Accounting System has been designed to do. Only the ordinary principles underlying all accounting have been brought into play, but these principles have been adopted to meet the needs of the printer and of the printing industry everywhere. It has been an especial pleasure to work with your Committee in the compilation of the Demonstration Book, and in the preparation of the Treatise. I am certain that the industry is provided not only with the means for accurately recording all the financial transactions incident to the industry, but that the printer will also be enabled to obtain accurate information regarding the condition of each and every department within his plant. The knowledge that may be so obtained will enable the printing industry to direct the detail of its business upon the basis of existing facts, rather than upon uncertain information. The Standard Accounting System, when used in conjunction with the Standard Cost Finding System, will give to the printing industry of America a force which perhaps no other industry in the country enjoys at the present time.

[This paper was originally presented at the recent convention of the United Typothetae of America at Cincinnati, Ohio.]

TWO SUBSCRIPTIONS FROM OPPOSITE SIDES OF GLOBE MEET IN ONE MAIL

It is not an unusual occurence at the office of the National Printer-Journalist for two or three foreign subscriptions to reach the office the same day, but it is not often that orders for the magazine from opposite sides of the globe arrive in one mail.

The second mail on Monday morning, April 14th, contained subscriptions from the Advertiser Publishing Company (Printers, Binders, Publishers and Photo-Engravers) of Honolulu, Hawaii and E. P. Baker & Co., Cannon St., London, England.

The two subscribers are over 9,000 miles apart. The remittance from London had traveled over 4,000 miles and the one from Hononlulu 5,600 miles. The letter from London was mailed March 28th and required 17 days to make the journey and the one from Honolulu arrived in 12 days; the two remittances reaching their destination after a total traveling time of 29 days.

MILLER SAW-TRIMMER COMPANY ENTERTAIN THEIR ENTIRE FORCE

On Tuesday evening,March 4th, the Miller Saw-Trimmer Company, of Pittsburgh, Pa., provided a very enjoyable party for their factory and office associates.

Owing to the rapid growth of the business, the three and one-half floors of the Point Building had become too small to meet their requirements and another floor was taken over for manufacturing purposes. Before moving the machinery in, extensive repairs and improvements were made, and to celebrate the event, an invitation was extended to each member of the factory and office force to bring a friend, wife, sister, brother or sweetheart, as the case might be, and spend an evening as the guests of the Company

The second floor was transformed for the time being. It was handsomely decorated, a stage created, a temporary kitchen installed and covers laid for four hundred guests. At 7 o'clock, the four hundred places and some extras were filled and a splendid dinner was served. Following the dinner addresses were made by President F. F. Nicola, General Manager W. H. Smith, several of the guests and some of the factory and office associates and a resume of the year's business by Vice-President P. C. Dunlevy, who also acted as toastmaster.

After the speeches, a program of vocal and instrumental music by members of the organization, assisted by an orchestra, filled the time until 10 o'clock, after which the floor was cleared and a dance finished the evening.

The Miller Saw-Trimmer Company in addition to being the largest manufacturers of automatic printing machinery in the world is building up a factory organization that before long will be one of the model institutions of the workshops of the world.

HE WAS A-GOING TO,—BUT DIDN'T

Here is a testimonial of an unique character. Because of a fancied lack of time for study;—now and then, a reader of a trade journal will stop his subscription;—and afterwards regret it, and perhaps will renew.

The mental process which Mr. Worden went through was different and, craving his indulgence, this letter is printed for the good it may accomplish in encouraging others to read each issue of the magazine more carefully:

"Enclosed find check for $2.00 for your publication. I intended to order it discontinued but have taken the time to read the last two numbers and find that I have neglected an opportunity to secure new ideas and inspiration for my work by failing to read carefully preceding numbers, if they were as good. At any rate, I want it. Yours very truly,

Brookfield, N.Y., April 10, 1919. LYNN A. WORDEN.

A BOOKLET OF VALUE

"Efficient Inks" is the title of a large-size booklet of value which is being distributed by The Ault & Wiborg Co., of New York. This booklet is a splendid example of the effects produced from various kinds of inks, including rotogravure and lithographic work. The cover is an especially beautiful one, carrying a poster effect in five colors on the front and showing a peculiarly striking use of color on the back. The booklet is not only a good example of various kinds of printing inks, but also of various kinds of printing, and the statement on the back cover "Made with U. S. Dye Stuffs" brings to mind a consideration which will have greater attention from discriminating printers whose memories are still good.

A COMMENDATION FROM CONNECTICUT

East Hartford, Conn., March 23, 1919.

Dear Brother Editor Herbert:

Your valuable Journalist is to me like a Liberty Bond. as both are indispensable. I enjoy every page and as I am in my thirty-fourth year in the same line, but have many more useful years before me at the helm, I hold the Journalist as my guide. H. B. HALE,

Publisher The Weekly Gazette. ..

MARCH NUMBER WINS APPROBATION OF BIG CHICAGO PRINTER

Chicago, March 26, 1919.

National Printer-Journalist, 4610 Ravenswood Ave., Chicago, Ill.

Your March number is a beauty. Artistically and typographically it is fine. The matter published is of great interest. * * *. Very respectfully yours,

W. P. DUNN CO., Printers, Engravers, Binders.

725-733 S. La Salle St., Chicago.

NEW MANAGER FOR GEO. H. MORRILL COMPANY'S CHICAGO OFFICE

Mr. L. S. Allstrum, formerly in charge of the Los Angeles Office of Geo. H. Morrill Company, has recently been appointed District Manager of the Chicago Branch at 157 W. Harrison Street, to succeed the late Mr. A. W. Q. Birtwell. The Morrill Company manufactures printing inks and lithographing inks.

RETURNS FROM TROPICAL TOUR

Mr. H. B. Hale, editor of the East Hartford (Conn.) Gazette, with his wife, returned March 23, 1919, after a sea voyage of twenty-four days on a cruise to the Island of Santo Domingo, which lies east of Cuba.

Mr. Hale has not missed a vacation to the tropics in thirty years. He has been with the N. E. A. outings on fourteen different occasions, and now looks forward for the winter of 1920 to tour Florida.

NEW ASSISTANT IN JOURNALISM, UNIVERSITY OF MINNESOTA

Norman J. Radder, instructor in journalism in the University of Arkansas, has resigned his position to become assistant professor of journalism in the University of Minnesota. He will take the place of Phil C. Bing, author of "The Country Newspaper," who died of influenza February 23rd.

LINOTYPE COMPANY ENTERTAINS AT UNIVERSITY CLUB

Executives and department heads of the Mergenthaler Linotype Company to the number of more than one hundred gathered for dinner at the University Club of Brooklyn, New York, Wednesday evening, March 26th. Everybody present, from President P. T. Dodge on down, was there for the purpose of getting either acquainted or better acquainted with Mr. C. A. Hanson, the Company's new general works manager.

The dinner was preceded by informal hand-shaking and visiting, music and a flashlight of the guests at table. There was a scarlet carnation for the button-hole of each guest present, a song card of verses whose old tunes all knew and a handsomely linotyped menu in colors. The souvenirs for the occasion were fine leather card cases with the names of the guests imprinted on the inside in gold.

Toastmaster John R. Rogers spoke and introduced his speakers in his accustomed happy vein. President P. T. Dodge began by outlining the early struggles of the Linotype Company; carried his hearers into the present with a degree of earnestness and pertinence that plainly revealed itself in the attention accorded and wound up with a warm tribute to the ability of Mr. Hanson and the loyalty of each employe of the company, from top to bottom.

There were also snappy, get-together talks by General Manager Norman Dodge, Mr. Hanson and the latter's assistant, Edward A. Sytz. The evening was closed by a pledge of hearty co-operation with Mr. Hanson on the part of every man present, and "The Star Spangled Banner," sung standing.

Flashlight of Guests at Dinner to the Executives of the Mergenthaler Linotype Company

EVERY DISABLED SOLDIER AND SAILOR SHOULD KNOW

That the Government is resolved to do its best to restore him to health, strength, and self-supporting activity.

That until his discharge from hospital care the medical and surgical treatment necessary to restore him to health and strength is under the jurisdiction of the Military or Naval authorities.

That the vocational training which may be afterwards necessary to restore his self-supporting activity is under the jurisdiction of the Federal Board of Vocational Education.

That if he needs an artificial limb or other orthopedic or mechanical appliance the Bureau of War-Risk Insurance supplies it free upon his discharge and renews it when considered necessary.

That if, after his discharge, he again needs medical treatment on account of his disability the Bureau of War-Risk Insurance supplies it free.

That any man whose disability entitles him to compensation under the War-Risk Insurance Act may be provided by the Federal Board with a course of vocational training for a new occupation.

That if his disability does prevent him from returning to employment without training and he elects to follow a course of vocational training provided by the Federal Board, the course will be furnished free of cost, and he will also be paid as long as the training lasts a monthly compensation equal to the sum to which he is entitled under the War-Risk Insurance Act or a sum equal to the pay of his last month of active service, whichever is the greater, but in no case will a single man or a man required by his course of instruction to live apart from his dependents receive less than $65 per month, exclusive of the sum paid dependents; nor will a man living with his dependents receive less than $75 per month, inclusive of sum paid to dependents.

All disabled soldiers, whether in or out of the hospital, should address their communications either to the Federal Board for Vocational Education, Washington, D. C., or to the district office of the Federal Board of the district in which he is located.

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo tc 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of National Printer-Journalist, published monthly at Chicago, Illinois, for April 1, 1919.

State of Illinois | ss.
County of Cook |

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Benjamin S. Herbert, who, having been duly sworn ccording to law, deposes and says that he is the editor of National Printer-Journalist and that the following is, to the best of his knowledge and belief, a true statement of the ownership (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That names and addresses of the publisher, editor, managing editor and busines managers are:

Publisher, The Ravenswood Press, 4610 Ravenswood Avenue.
Editor, Benjamin S. Herbert, 4610 Ravenswood Avenue.
Managing Editor, Benjamin S. Herbert, 4610 Ravenswood Avenue.
Business Manager, Wm. E. Herbert, 4610 Ravenswood Avenue.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

B. B. Herbert Estate, Mary E. Herbert, Executrix, 4813 N. Paulina St., Chicago.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company, as trustees or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bonafide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is ——. (This information is required from daily publications only.)

BENJAMIN S. HERBERT,
Editor.

Sworn to and subscribed before me this 24th day of March, 1919.

[Seal] J. B. GUTHRIE,
Notary Public.

(My commission expires July 29, 1922.)

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

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Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

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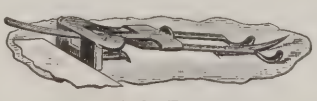

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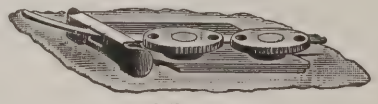

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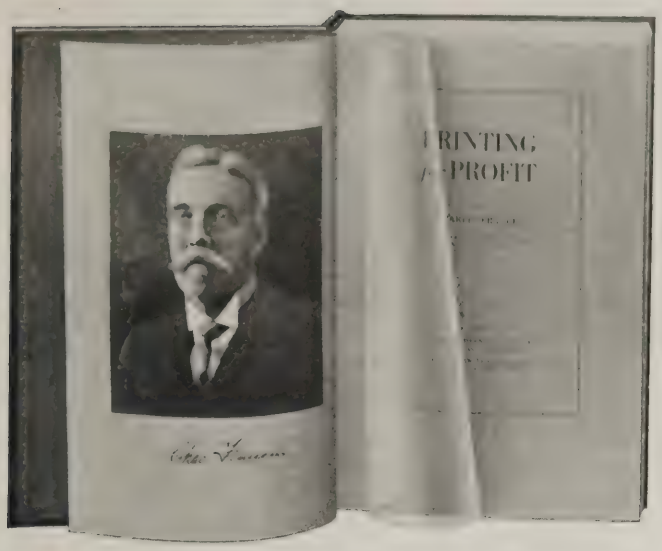

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NOT an autobiography, but a sane, forceful, striking analysis of past and present conditions in the printing and its allied trades and pointing out the material benefits that will emerge eventually from the sufferings and chaos of business that has been unprofitable until the sound, logical facts are learned.

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—By GRANT MILNOR HYDE, Instructor in Journalism, University of Wisconsin.

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NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SEVEN CHICAGO, ILLINOIS, MAY, 1919 NUMBER FIV

A WEEK OF EDUCATION

Printing Instruction to Receive Nation-wide Consideration June 7 to 14

Education in printing, particularly on the part of the younger element of the business, although not necessarily confined entirely to it, will be considered at meetings of printers to be held during the week of June 7 to 14, 1919, wherever the United Typothetae of America has local branches. The committee on Education of the national organization, of which Henry P. Porter, of Boston, is chairman, outlined a plan to the Executive Council, which endorsed it and authorized the committee to go ahead.

Arrangements are being made to have each local Typothetae hold a special meeting at some time during the week. This meeting is to be devoted strictly to the educational interests and enterprises of the industry. It is not to be general and academic, but a definite business proposition for the profit and advancement of the industry.

The primary purpose is to secure students for the U. T. A. School of Printing at Indianapolis, the Carnegie Institute of Technology at Pittsburgh, and the Harvard School of Business Administration at Cambridge.

A secondary purpose is to arouse interest in the Standard Courses of Instruction by the U. T. A. and to direct attention to the local school system with a view to a supply of good boys for the industry.

The program suggested by the committee is as follows:

1. Time of Meeting.—Any time, afternoon or evening, during the week of June 8 to 14. Make it a special meeting for this purpose only—not a part of or supplementary to some other purpose. Advertise it thoroughly. Get your people out. Have a "full house."

2. Purpose of Meeting.—(a) To acquaint every Typothetae member with the great educational opportunities that the U. T. A. has provided for improving the printing industry.

(b) To provide an opportunity for all young men in every Typothetae locality to train themselves properly for good paying positions in the craft.

(c) To make these educational and trade opportunities known to the high school seniors and college degree men throughout your district.

(d) To improve the industry by bringing to it the best young brains in the country.

3. Length of Meeting.—An hour and a half should be ample.

4. Procedure at Meeting.—(a) Reading of committee's letter by local secretary defining purpose of meeting.

(b) Introductory remarks by local president or chairman of meeting.

(c) A half hour address by a speaker especially selected for this purpose. (A special address entitled, "The Mobilization of Brains" has been prepared for this occasion and same will be sent at once in readable form to the speaker selected promptly upon receipt of his name and address by the committee, who will also write him fully regarding the subject.)

(d) Distribution of literature regarding the U. T. A. educational plan as a whole, and also of each school. This literature will be furnished free, prepaid, to each local organization, upon receipt of estimated quantity desired. The various pieces will be sent in same package.

(e) Appointment of a local printing education committee, with chairman. Name and address of chairman desired by Committee on Education at once. This local committee to visit local high schools and, upon permission of principal, to address senior students upon the opportunities in the printing business, and distribute literature to them which will be supplied for the purpose. A committee of five could handle this work nicely in a few days—each committee member handling one or more classes and reporting to chairman, who in turn will report to U. T. A. Committee.

(f) Make a canvass of all employing printers in community to see if they have a son or other person of proper qualifications to send to one of our schools.

(g) Suggest the possibility of your locality, through your organization, financing one student to either of our schools by the offering of a free scholarship to the successful contestant in a local educational test—which your committee would arrange.

(h) Advertise in local newspapers by your organization for students in either of our schools—so your locality may be adequately represented therein.

5. Whom to Invite to Meeting.—Every printer in the city. Also your local school board, principal of high school, and all others that should be interested.

6. Send Dr. F. W. Hamilton, at 2 Park Square, Boston, a complete report of meeting, and forward all information blanks properly filled out which you can secure.

7. Have your local newspapers represented at the meeting and have the meeting well written up. It will give you valuable publicity.

8. Make the meeting a live one.

The Committee on Education is managing the plan for the Typothetae, but success depends on local co-operation. It is important that every printer who can possibly do so attend these meetings, whether or not a member of the organization, and that he bring interested friends, especially members of the local school board, teachers and parents interested in placing their boys in an industry which offers good opportunities.

The printing industry needs trained men. The need is immediate and will be lasting. The great future which is in store for the industry can only be realized by men prepared to meet the demands it will present. For such men the future offers great opportunities.

The industry must make these men. It must provide a supply of technically trained young men. It must train the men now in the industry for better work. It must secure a supply of better prepared apprentices.

A successful Educational Week means full schools. Full schools mean better trained men for the industry. Printers ought to regard this as a personal matter.

THE BUSINESS SITUATION

A comprehensive report on the business situation, prepared for the Chamber of Commerce of the United States by Archer Wall Douglas of St. Louis, Chairman of its Committee on Statistics and Standards, given out recently by the Chamber, gives an encouraging view of present conditions and a hopeful outlook for the future.

The review sums up the general situation, covers in detail the major industries, and goes into finances, prices, transportation and crops.

A summary of the report which will be printed in full in the May issue of The Nation's Business, the official publication of the Chamber, declares confidence in the future is growing.

"It is still one of the wonders of the time," it says, "that the present volume of business continues so large. Though it is perfectly obvious that it is slackening in some lines as always during the two months before harvest when buying waits upon the outcome of the crops. Some manufacturing lines are reducing the number of employes because of falling off in orders and others are seeking business as they have been doing for several years.

"We shall soon be squarely up against the old proposition that the domestic demands for replacement and repair alone, in default of the activities of construction and development enterprises, are not within themselves sufficient to keep fully employed all the productive possibilities of the country. We especially find this is true of the lack of building in its widespread ramifications and demands, though undoubtedly greater activity is apparent in the near future in construction enterprises.

"Confidence in the future is growing as is evinced in the campaign for sales of fall and winter goods now being waged by distributing agents.

"Two factors dominate the future, one the crops, with the prospects of the very best, particularly as regards winter wheat, the other the European situation which puzzles and perplexes from day to day.

Building and Construction

"Building and construction are the best barometers of the nature and extent of general business because in their operations they call upon the production of every line of industry for the completion of their activities. It is peculiarly significant, therefore, at present that the general volume of business should be so large when building and construction are at so low an ebb. Such activity as exists is sporadic, scattered, and altogether local. Speculative building practically does not exist and public buildings so far are few.

"There is some construction of homes and farm buildings in small towns and on farms, but it is neither general nor exclusive. The reason for this quietude seems to be the high prices of labor and materials. Materials have declined somewhat but apparently not enough to incite general activity. Apparently we are up against a deadlock but fortunately its solution does not depend so much upon logic as upon human nature. In the past it was axiomatic that building booms do not start from high levels of prices, also that they are the product and result of a long period of prosperity, because they depend upon an accumulation of funds which seeks investment in real estate. Some of this is speculative but much, that of building homes, rather is indulgence of a sentiment than an investment.

"In general, building activity is the last thing to start going in eras of prosperity and likewise the last thing to stop. We are distinctly at the end of one period of prosperity, so logically, if we are to have another era of much building, it should wait until our era of prosperity is well on the way.

"The revival of building may come from an entire change in our point of view. We may realize that the cost must be considered not an actual but as a proportional matter, and as in relation to our purchasing power rather than the actual labor and material costs. If salaries and wages maintain their level and the cost of necessities decline, then our ability to build may be as great as ever.

"Meanwhile, the outlook is distinctly better and the expectation is for an increase, during the next four months, of from fifteen to twenty per cent in the volume of building compared with the same period last year and for much greater activity next fall should business be good—for it all depends upon that.

Prices

"Declines in prices continue in practically all lines of business. As a rule they are moderate and seem to act as a stimulant to buying rather than a deterrent. This rather unusual and peculiar effect seems due largely to the fact that buying is principally for immediate orders only and consequently declines in prices are a guarantee for the time being of the safety in such purchases on the basis that goods so bought will be disposed of before the coming of another decline. This interpretation seems confirmed by the fact that buying is distinctly and sharply differentiated in its volume between those goods which have declined in price and those which have not—also by the fact that purchases for futures continue higher, especially on seasonable goods, since the trade generally seems to apprehend some decline in the prices of such articles before the actual need of them arises. The talk of stabilizing prices is, and long has been, a favorite Shibboleth among some business men and a large proportion of economists and lawmakers. As a method of common-sense and experience we may as well talk of stabilizing the tides. So in regard to the Indus-

trial Board of the Department of Commerce it is very evident that its intentions are well meant and that the Board is earnestly and sincerely seeking a quicker solution to an otherwise long-drawn-out and possibly painful period of readjustment, but the consensus of opinion is that the present procedure of orderly, but not drastic, declines is most likely to keep trade on an even keel and to prevent panic or apprehension as to the future.

Coal

"There has been a falling off in the demand for coal and a consequentl decrease in production. Last fall bituminous coal was produced at the rate of twelve million tons per month. Today it is seven million tons. The mild weather and early spring also were factors in decreased demand. Mines are running from three to four days a week. In normal times there is always a slackening in demand but during the war production was at the maximum all the time and the present slackening is more in evidence than normally. Prices have not varied since the restrictions were removed. High grades have increased slightly and low grades have fallen off. The coal operators have shown reluctance to reduce prices. There is a heavy export demand but ships cannot be had to move coal wanted abroad. Production of anthracite coal is about normal.

Financial

"It does not seem to be generally realized that the crucial feature of the present situation is that entire absence of financial difficulties—either inflation or lack of necessary funds—which has invariably characterized every such similar situation in this country for over a century. Also that this is due to the existence of the Federal Reserve Bank, in whom Wisdom is justified of her children.

"In automatic response to the necessities of the situation, our currency in circulation has begun to contract because of the decreased volume of business and the fall in prices created a condition where less money was needed to conduct business. On March 1st of this year the amount of money in circulation was about $200,000,00 less than on January 1st of the same year, although meanwhile there had been an increase during the same period in the amount of Gold Coin, and Silver Certificates in circulation. This was offset, however, by the large decrease in Federal Reserve Notes and National bank notes, whose withdrawal from circulation "took up the slack" in what was formerly an otherwise rigid and unelastic currency system.

"It is the knowledge of this fact possessed by the general public which allays any serious apprehension as to the great financial problems of burdensome taxes and Governmental expenditures which confront us at home, and the complications in which we may be involved, in what seems "to a man up a tree," to be the overwhelming difficulties of a practically bankrupt Europe—despite financial prophets who still gravely assure us that not even Russia and Turkey can afford to repudiate their debts."

TWELVE GOOD REASONS WHY THE PRINTING INDUSTRY OFFERS GOOD OPPORTUNITIES FOR YOUNG MEN

1. Printing is a great and important industry. It ranks fifth among the industries of the United States in volume and value of product.

2. The printing business is rapidly growing and expanding, and therefore offers continuing opportunities to those engaged in it.

The development of the printing industry mechanically and commercially constantly requires more and more skilled men. No industry has shown more rapid advancement in the development and use of labor-saving machinery, often of a very complex type demanding a very high grade of skill for its operation.

4. A young man trained in accordance with the principles of the craft is always sure of employment.

5. The larger cities have many plants, so that a printer who desires to change his place of employment is not obliged to change his residence.

6. The work is indoors, under hygienic conditions, healthful and steady. The eight-hour day generally prevails.

7. The pay of a printer is good, comparing very favorably with that of all other skilled industries.

8. Special efficiency is rewarded by special pay, often far in excess of the regular scale. This is a great advantage over most industries, as a journeyman's pay is generally a fixed uniform sum.

9. There is a good opportunity for promotion to foremanship, superintendencies, and other well-paid positions in the shop and in the office, if the printer will prepare himself for them.

10. The nature of the printing industry keeps the intelligence alive, because it is less subject to narrow specialization than almost any other. The short hours and the educational nature of the work offer abundant opportunity for study and self-improvement.

11. The young man who improves himself has many opportunities to get an interest in the business as a partner or otherwise.

12. The printing business offers its members more opportunities for education and preparation for advancement than any other.

ADVERTISER PLEASED

New York, May 7, 1919.

National Printer-Journalist, Chicago, Ill.

Dear Sirs:—I acknowledge with much appreciation your announcement of my new special equipment for the Miller Feeder.

The number of direct orders and requests for descriptive matter, shows that your news columns as well as your advertisements are read.

Very truly yours,

E. L. MEGILL.

NOVEL "FORM LETTER"

Soon after the New York Herald installed its Model 20 Display Linotype inquiries from out-of-town publishers concerning the work of the machine began to come in. These inquiries were referred to the Herald's superintendent, Frank J. Smith, and Mr. Smith did not answer a great many of them before deciding to answer each individually was going to take up too much of his time. He then wrote a general reply covering succinctly the advantages the Herald was deriving as a result of this equipment which enabled the paper to set its display direct from the key board. Copy for the form letter he turned over to the Model 20 operator for setting, partly in 18 and partly in 24-point Bodoni Bold. While the operator was at work on the setting, Mr. Smith quietly timed the job. The letter fills a page 11 x 17. In small type at the extreme lefthand side of the page is the closing "kick"—and perhaps the heartiest. This postscript reads: "'The proof of the pudding is in the eating.' This letter was set in twenty minutes on the Herald's Model 20."

NEW YORK PRINTERS' APPRENTICES SCHOOL HAS BRIGHT FUTURE

Reports from the school for Printers' Apprentices of New York indicate that the present year will prove to be a record-breaker in attendance and in the quality of instruction furnished. Numbers of boys returning from military service are taking up their vocational studies again and the facilities of the school are being taxed to provide accommodations for all who wish to profit by the opportunity to perfect themselves in the printing trade.

That the directors intend to maintain the school's record for quality also is shown by successive improvements in curriculum and faculty personnel. The most important step in this direction during the present school year has undoubtedly been the acquisition of Mr. Frederick W. Williams as instructor in the typographical department, Mr. Williams being recognized as one of the leading authorities in the eastern part of the country on all questions connected with display composition.

Fred Williams' working life has been rich in experience of inestimable value—experience of the kind many a man would pay big money to get. It began with an apprenticeship at the DeVinne Press, under the direct tutelage of Daniel DeVinne, who soon made of the young printer a master of job composition. The training he received here led to his selection as superintendent of the Lotus Press, conducted by Nathan Bros., pioneers in harmonious effects in letter-press printing of a somewhat more elaborate style than the black-and-white effects favored by DeVinne.

Following this, after a few years of all-round work with a printing concern in South Norwalk, Conn., where he helped to found a local branch of the Typographical Union and spent much time organizing the job and newspaper offices of that vicinity, Williams accepted the invitation of Ben B. Hampton, to install and manage a printing plant in connection with the Hampton Advertising Agency.

From that time on Mr. Williams specialized in the field of advertisement printing. Realizing that much of the value of newspaper and magazine advertising is lost through poor or inappropriate typographical effects, he became a contributor to Printers' Ink, writing many educational articles which dealt with the principles underlying correct advertising typography and helped in the development of the modern profession of "layout" man.

Desiring to have a free field for working out his original ideas, Mr. Williams associated himself with C. E. Ruckstuhl in the establishment of the Williams Printers, now C. E. Ruckstuhl, Inc., the first concern in New York devoted exclusively to advertisement composition. Later he became manager of the production department of the Geo. Batten Advertising Agency, where he introduced effective advertisement composition, together with many improvements in mechanical methods of printing, engraving, etc. He supplemented this practical work with special studies under the direction of Frank Alvah Parsons.

Three years as treasurer and general manager of the Tri-Arts Press rounded out Mr. Williams' career in the printing business and led to his appointment as assistant to Mr. A. L. Blue, the veteran founder of the apprentices' school, where the younger printers of New York City can now count on practical instruction of the highest grade in the correct principles of display composition.

The English department of the school, which is under the direction of Frederick A. Blossom, Ph.D., a graduate of Johns Hopkins University and a teacher of many years' experience, is keeping pace with the typogpraphical department, graded classes and a revised course of studies having been introduced this year with excellent results.

The school, which is financed by "Big Six," a group of employing printers and Hudson Guild, is conducted in the building of the last-named institution at 436 West 27th St., New York. All apprentices registered with the union are required to attend two sessions a week during the term of their apprenticeship.

JOINS CAPPER PUBLICATIONS

The Capper Farm Press announces the addition to its advertising staff of Frank G. Odell, at present secretary of the Federal Land Bank of Omaha.

Mr. Odell is nationally known as a writer of vision and genius, and an authority on the problems of the farmer. For more than twenty years his public work has been characterized by signal fidelity to the interests of agriculture. He leaves an important government position in which he has given highly important service in the organization of the Eighth District Federal Land Bank to place his virile personality and attainments at the service of the great family of Capper readers and advertisers and to help to realize the Capper ideals of service.

Mr. Odell was formerly editor of the Nebraska Farm Magazine; for several years a member of the executive committee of the Farmers National Congress; recently vice-president International Farm Congress. He was the first chief agricultural statistician for the state of Nebraska and is executive secretary of the National Conservation Congress.

He is a lawyer of ability, veteran newspaper man and economist who can tell what he knows equally well with his pen or on the platform. There is probably no other man in the country who knows so thoroughly the resources and peculiar problems of the midwest. At the present time Mr. Odell is in Illinois in the interest of the victory loan campaign. He will join the Capper organization as soon as his successor in the Federal Land Bank is appointed.

WRITING ADVERTISEMENTS THAT SELL MERCHANDISE

No. 1. SECURING ATTENTION

BY H. E. MILES, ADV. MGR. MARYVILLE (MO.) TRIBUNE

The first thing an advertisement must do to be effective is to attract the attention. Unless this is accomplished the advertisement will never be read and the sale never made. The billboard is a striking example of attention compelling advertising. Electric signs depend entirely for their effectiveness on attraction. Magazine advertising is largely of an artistic nature for the purpose of attracting the attention of the educated and cultured people who read magazines

Nothing has ever been discovered to use as advertising that will so surely attract the attention of newspaper readers as illustrations. Pictures have a two-fold value in advertising; they enhance its beauty, attracting attention from the artistic standpoint and also show the advertised article to the prospective customer.

It is practically impossible to describe an article so that the average reader can visualize it. The picture obviates a long description and makes a much clearer impression on the mind.

Not only does an illustration in an advertisement help to secure attention, but it will often create the desire for the article. This is especially true in wearing apparel for both men and women, the picture alone often selling a certain style. Furniture cuts create a desire but the articles must also be described in order to make the sale, which is also true of automobiles, pianos, phonographs, books and household appliances. Machinery advertising requires some technical description but illustrations are also necessary. With a good cut of an engine it is possible to lead the mind to grasp every detail of its construction. Without the picture the description is often tedious and ineffective.

Country merchants and newspapers seldom have access to artists and engraving plants, consequently cuts must be secured from the manufacturers of the goods advertised. This is a splendid method of securing good illustrations because they are nearly always actual photographs or drawings of the product. Nearly all manufacturers maintain advertising departments which are continually turning out illustrations, cuts and effective advertising literature. By getting in touch with these departments it is possible to obtain good cuts, usually free of charge.

In this connection are shown herewith several letters received from manufacturers expressing gratification at being able to furnish cuts and the desire to co-operate with the newspapers in every possible way to produce effective advertising for the local dealer.

Chicago, March 4, 1919.

The Tribune, Maryville, Mo.

Gentlemen:—Thank you for your letter of February 28th, which has been referred to this office from our factory at Elgin.

We are enclosing herewith a sheet illustrating our complete stock of newspaper electros, from which we shall be glad to have you make your selection for Kuchs Brothers' advertising in your paper.

We thank you ever so much for your interest in this matter.

With best wishes,

Very truly yours,
ELGIN NATIONAL WATCH COMPANY.

* * *

Janesville, Wis., February 18, 1919.

The Tribune, Maryville, Mo.

Gentlemen:—Your favor of the 17th at hand and we are pleased indeed to mail to you, from our engravers, electrotyped ads you list therein.

We appreciate your coöperation in this matter.

Yours truly,
JANESVILLE MACHINE COMPANY,
Trade Department.

* * *

Kansas City, Mo., February 13, 1919.

Advertising Manager, The Tribune, Maryville, Mo.

Dear Sir:—We are sending you today an electro of the 4-column cut which was used by the Long-Bell Lumber Company in the January 29th issue of the Kansas City Star.

We are also enclosing an electro of the Long-Bell trademark. You will note that we have the large cut mortised for type.

We asked "Building Trade with Farmers" to send you cut No. S-F-11929. This should have reached you before this time. Kindly let us know if it has not arrived.

We have a request to make in connection with these cuts, and that is, that when you use them, kindly send to the Long-Bell Lumber Company a proof or copy of your paper in which these cuts are used.

We trust that the cuts will assist the Phares Lumber Company in its advertising in your newspaper.

Yours very truly,
FERRY-HANLY ADVERTISING CO.,
Paul E. Kendall.

* * *

Indianapolis, Ind., February 1, 1919.

Attention Mr. H. E. Miles

The Tribune, Maryville, Mo.

Gentlemen:—We are very much pleased to know that you are interested in Atkins Free Advertising Service as per advertisement in Building Trade With Farmers (Successful Farming), therefore, we are mailing today a copy of our Dealers Service Book, which illustrates and describes fully our complete series of ready-made advertisements in electrotype form.

At the present time, we are not represented in Maryville, but we would like to be. Of course, the dealers there may sell some Atkins Saws which they purchase through jobbers. If such is the case, we would not want

to interfere with their present arrangements. However, we would like to help them sell Atkins Saws to the farmers and carpenters in Maryville and vicinity.

Our Mr. G. W. Gladding will call on the trade there on his next trip to northwestern Missouri, but in the meantime if you can interest the dealers, we will appreciate it.

Let us hear from you promptly so that we can discuss the matter intelligently.

Yours very truly,
E. L. ATKINS & CO., Inc.,
T. A. Carroll, Manager, Publicity Dept.

* * *

Des Moines, Iowa, January 25, 1919.
Adv. Dept., The Tribune, Maryville, Mo.

Gentlemen:—We thank you for your letter of January 23rd in which you express your appreciation of the good work of our "Building Trade With Farmers" Retail Advertising Service. We are glad to be of this service to you and hope that we may hear from you often with requests for electrotypes of the advertisements that appear in "Building Trade With Farmers" from time to time.

We have ordered the electrotypes mentioned in your letter and hope they will come promptly to hand. If for any reason they do not, advise us and we will look into the matter for you.

We would like to receive a copy of your paper in which these advertisements will appear and ask that if our name is not already on your mailing list that you place it there.

With kind regards, we are

Very truly yours,
SUCCESSFUL FARMING,
C. A. Baumgart, Retail Service Bureau.

* * *

Nappanee, Ind., March 6, 1919.
The Tribune, Maryville, Mo.

Gentlemen:—We are glad to know that through your efforts the Maryville Furn. Co. will use the advertisement announcing that they have taken the agency for Dutch Kitchenets, and we are ordering for you at once the electrotypes necessary to use this ad. This should reach you within the next week.

Thanking you very much for your coöperation, we are

Yours very truly,
COPPES BROTHERS & ZOOK.

Another method of securing attention is by display. This leads to a consideration of head lines. Advertising heads should be so attractive as to catch and hold the attention and lead up to the sales argument or appeal. Like news heads, they should contain the central idea of the entire advertisement.

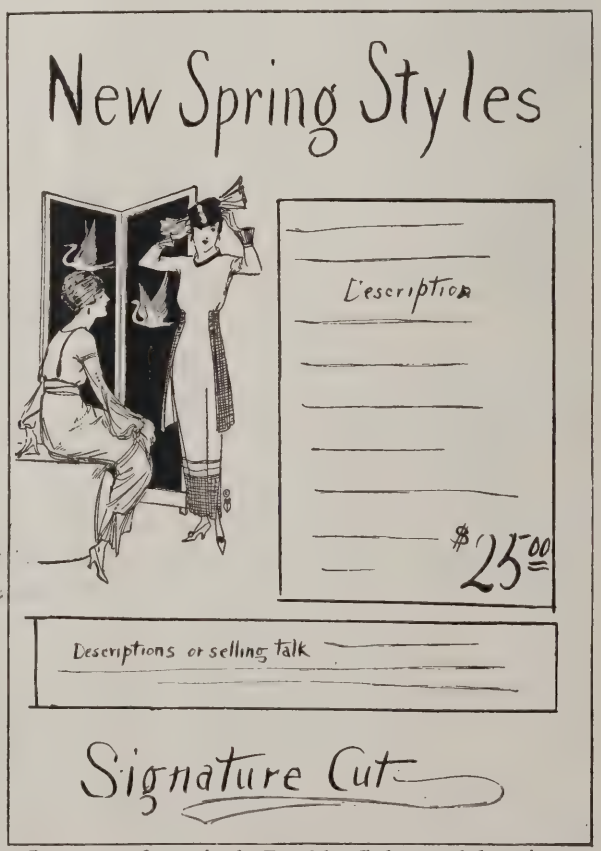
In writing heads care should be taken to state facts. Beware of flambouyant and untruthful claims. Honest advertising is one of the modern fundamental principles of business success and it should begin in the headline of the advertisement. Don't say "$25 suits for $15" any more than you would say "Gold Dollars for Fifty Cents," because, in the language of the dear old Missourian, "there ain't no sich animule."

Make your head lines conform to your subject. If you are trying to sell fine muslins don't head your advertisement with "The Reconstruction Period." You will get much more attention from the buyers of muslins if you simply display "Fine Muslins."

It is often well to display prices. They are seldom the most attractive thing about the advertisement, and they never create a desire for the article, but they often attract attention and assist in making the sale and they always close the deal.

General typographical arrangement has much to do with the attractiveness of an advertisement, and too much attention cannot be paid to harmony of type sizes and distribution of white space, a subject which is most ably handled in this magazine by Mr. O. Byron Copper in his department of newspaper criticism.

Unless you have a "cracker-jack" advertisement printer in your composing room it is advisable to make a lay-out of your advertisement. (See sketch accompanying article.) This will give you a pretty good idea of how your advertisement will look, besides saving valuable time in the composing room. In drafting your lay-out be careful not to produce something impossible of reproduction in the composing room. Make the size of your heading conform with some type you have that will fit the space as well as harmonize with the kind of business and style of your advertisement. Avoid complicated designs requiring intricate work in composition. Simplicity is much more effective in advertising than fantastic designs and much less costly.



Lay-out of 10-inch Double Column Advertisement

Some advertisers insist on "dominating the paper." If you are writing advertising for several merchants they cannot all "dominate," but make your lay-outs as effective as possible and have your make-up follow the recognized standard laid down in Mr. Copper's department, and you will find that the advertisements that have the "punch"—the real selling appeal—will "dominate" no matter what size they are.

(The next article of this series will deal with the writing of the appeal or selling argument of an advertisement.)

Advertisements Advertising Advertising

A Thousand Yous

When you pick up your morning or afternoon newspaper and glance over the advertising you quite unconsciously multiply yourself a thousand times.

In half or three-quarters of an hour you can, metaphorically speaking, visit every progressive store in town. You virtually poke your head into every department of every department store. You run into the florist's, the confectioner's, the oculist's; the leading groceries, banks, theatres, all the various places that supply the things that make this the twentieth century and life worth the living. Here is a greater choice in clothing, food, furniture, books, pictures, musical instruments, travel, entertainment, opportunities for investment, the service of public utility corporations than any monarch of old could command.

It would easily take a thousand yous, traveling hard all day, to find out for yourself what the advertisements tell you in afew minutes morning or evening.

They deserve your attention. They deserve your confidence. Without them, without the progressive spirit of the merchants and manufacturers who back them, the great abundance of things you now enjoy would be a memory··· or something still to be realized. Without advertising the prices you would have to pay for many of the necessities you now yuo for a few pennies would make a dollar look like a snow ball on the kitchen range.

Read the advertisements. Read them for your own information and advantage. Read them to encourage the advertisers who are making these better things possible for you.

IT PAYS TO READ ADVERTISEMENTS

You've often heard the saying, "It pays to advertise." That is true. And it also pays to read advertisements··· pays you. If you read advertisements consistently for any length of time you will agree that this statement is also true.

It pays you in money saved. There are many real bargains offered from time to time in the advertisements appearing in this paper. Watch for them.

It pays you in satisfaction. When a merchant asks you to come to his store he obligates himself to sell you quality goods "as advertised." You have a right to expect satisfaction from what you buy and you get it.

It pays you in time saved. When you know exactly what you want to buy and where you want to buy it, you don't have to "look around" and waste time finding it.

Don't you want to save money and time? Wouldn't you like to be sure of getting satisfactory service and quality goods every time you go to a store? Then read the advertisements and patronize the stores which can serve you best.

TWO PAPERS IN SPRINGFIELD

The Springfield *News-Record* announced May 5th that it has been purchased by the *Illinois State Journal* and the *Illinois State Register,* and will suspend publication with today's issue. It is generally understood that the price paid was close to a quarter of a million dollars. The plant will be dismantled.

The suspension of the *News-Record* leaves the newspaper field at the state capital of Illinois entirely to the *Illinois State Journal,* as the morning newspaper, and the *Illinois State Register,* which changed from a morning to an afternoon paper.

The *News-Record* was organized in 1915 by J. David Stern, who consolidated the Springfield *News,* established in 1879 and the *Evening Record,* established in 1907. It was a member of the Associated Press.

Both the *Illinois State Register* and the *Illinois State Journal* are members of the Associated Press.

Mr. Stern, after announcing the sale of his paper, said he expected to engage in newspaper publication in a larger field.

Many consolidations have occurred in the last few years.

Springfield's latest newspaper change leaves that city with two daily papers. When the *Register* became an afternoon paper with a Sunday morning edition the *News-Record* announced a Sunday morning edition and has been making preparations for issuing it with many big features. Now it sells out to the other two papers.

This is one of the most interesting newspaper changes in years, though the tendency all over the country to fewer newspapers and the disappearance of long and well established papers has been marked by newspaper and other business men.

The change attracts attention because all three papers appeared to be prosperous and all had about the same circulation, 18,000 to 20,000, the *Journal* smaller than the others. Even in the capital of the state with a population of 70,000, Springfield has been considered a small city to have more than two papers and it is not therefore surprising to see a change by which the city falls in line with the rest of the country. Many cities much larger than Springfield have no more than two papers. Such consolidations as this have been frequent in recent years, due to increased cost of publishing and to necessity of owning an elaborate mechanical equipment to make a showing in the newspaper world.

Arkansas Press Association

The Arkansas Press Association met at Little Rock May 19-20, with Goveronor Brough and Congressman Caraway as principal guests and speakers. E. W. White, of Benton, is the organization's president.

NEWSPAPER ETHICS

"NEWSPAPER ETHICS" was the subject of an address at the University of Missouri, Columbia, May 6th, by Prof. Robert W. Jones of the Department of Journalism, at the University of South Dakota. Among other things he said:

"Service is the key to the door of opportunity for the newspaper. The better it serves, the greater the newspaper's success.

"The most obvious way the newspaper serves is in telling the news truthfully and fearlessly, in commenting on the news fairly, and in printing only clean and honest advertising. Less obvious, is the part the newspaper plays in community life as a pioneer in searching out ways of community development.

"Just as the long-rifle pioneers of the early nineteenth century followed the game trails and blazed the pathway of settlement "from civilization to sundown," so the newspaper must be forever in advance, spying out a way. A systematic policy of community leadership is the newspaper's greatest service, in the last analysis the most valuable function it performs.

"The newspaper must be believed if it is to gain and hold readers; and it must have readers if its advertising columns are to be sold at good prices. Good business and good principles point the same way, A clean straightforward newspaper attracts and holds readers. A corrupt newspaper that serves a political machine or some special interest destroys its stock in trade, the faith of its readers.

Thomas Jefferson said, "I would rather live in a country with newspapers and without a government, than in a country with a government, but without newspapers." Democracy is not possible on a big scale without newspapers.

The newspaper cannot sit silent while questions of public moment are decided at the polls. To take a militant part in the problems of community life, to be a leader and not a follower, to have a positive tone and a recognized place, the newspaper must express its views on political questions.

"The opportunity for newspaper leadership in politics has increased, for the average voter cares less about going to hear the political spell-binder than formerly. He would rather go to the movies, and depend on his daily newspaper for the account of what the political speaker said. He reads what the newspaper has to say, editorially, about the political situation, and forms his opinion from newspapers.

"To make home, community, state, and nation better, means a decisive stand on every public question, a policy that hammers at the closed gates that block progress, a policy that fights for laws that will bring about the condition demanded.

"Inevitably the newspaper with a definite personality, with policy and spirit, is interested in politics. When elections loom ahead and decisions must be made between men and measures, parties and politics, then the newspaper must step out and take sides and fight for what it believes will further the right.

"Charles A. Dana, in an address before the Wisconsin Editorial Association at Milwaukee, July 24, 1888, said:

"Fight for your opinions, but do not believe that they contain the whole truth or the only truth.

"Support your party, if you have one, but do not think all the good men are in it and all the bad ones outside it."

"Mr. Dana's views on the independent newspaper further appear in his address on Founder's Day at Cornell University, January 11, 1894, when he said:

"If you find you have been wrong, don't fear to say so. * * * * If a man has not the moral courage to say, 'Yes; I was wrong, and I do not now believe what I said at some former time'—if he has not the courage to say that—he had better retire from business, and never try to make another newspaper."

Joseph Pulitzer, of the *New York World*, said: "A newspaper should be scrupulously accurate, it should be clean, it should avoid everything salacious or suggestive, everything that could offend good taste or lower the moral tone of its readers; but within these limits it is the duty of the newsapeer to print the news. When I speak of good taste I do not mean the good taste which is offended by every reference to the unpleasant things of life; I do not mean the kind of morality which refuses to recognize the existence of immorality. That type of moral hypocrite has done more to check the moral progress of humanity than all the immoral people put together. I mean the kind of good taste which is braced and not relaxed when it is brought face to face with vice * * *. Publicity may not be the only thing that is needed, but it is the one thing without which all other agencies will fail."

"Exposures are a service when based on facts. They are sordid commercialism and sensationalism when they are manufactured for the occasion.

"The average American newspaper today is fearless, aggressive, truthful and fair. If this were not so America could not be what it is."

Mr. Jones holds three university degrees: A. B. and LLB. from the University of Missouri and A. M. from the University of South Dakota, where he has been head of the department of Journalism for three years. He was formerly city editor, copy-reader and reporter on various Missouri newspapers. He began newspaper work in 1898 as a printer on the Columbia, Mo., *Statesman*. He is thirty-five years old.

REVIEW OF JOB PRINTING

Address all communications to Alfred R. Gardner, 4610 Ravenswood Avenue, Chicago, Ill.

THE dye and color industry in this country is so closely connected with the printing business that we think the following quotation from the report of Dr. V. L. King, made to the War Industries Board about the first of January, will be of interest to readers of ..... THE NATIONAL PRINTER-JOURNALIST. The writer recently had the opportunity of examining some of the work of American dye makers and has reached the conclusion that there is no reason why we should not now be able to obtain any of the colored inks formerly made from imported dyes. All the shades are being made and they will stand any of the tests as regards to permanency that were applied to the imported colors. We have seen the tests made and the product of the American dye maker is fully equal to any of the materials formerly imported.

Dr. King's report says:

"Before the outbreak of the war the American dyestuff industry had been represented by a few small manufacturers scattered about the country, who were merely assembling the imported German intermediates into some of the finished dyes. A first attempt to organize an industry independent of the German manufacturers was immediately frustrated. In 1900 a few companies organized for the manufacture of that most widely used and basic intermediate—aniline oil. The German manufacturers, alarmed at the possibilities of that enterprise, immediately flooded the American market and killed the project. They were able, by a continuation of this sort of policy, to prevent the creation of an intermediate industry, and our dye makers remained at their mercy. Recognized and encouraged by their Government and their people, the Germans were able so to dominate the world's market that they could afford to give their product away in the United States in order to prevent the growth of any dyestuff industry here.

"The war period changed much of this situation. The whole-hearted support of the textile industries, the enthusiasm of the American people and the encouragement of the United States Government, which had not been forthcoming prior to the war, began to take form. The great textile industry had not been deeply interested in the creation of an American dyestuffs industry, because colors formed only a moderate portion of their manufacturing cost, and their needs were being so met by the Germans that they were apathetic regarding the future of the dye-maker in America. When these colors became unavailable, however, not only the textile industry but the whole American public awoke to the realization of the fact, heretofore not even suspected, that dyestuffs were an essential ingredient in almost every useful article. The silk, cotton, woolen worsted, leather, paint, paper, ink and similar industries, suddenly found themselves vitally interested in colors. They were confronted with the inability, often, of not being able to finish $100,000 worth of product because of the lack of $1,000 worth of dye.

"The color-makers, who, before the war, had been engaged in merely assembling the dyes from intermediates manufactured in Germany, recognized at once the necessity and tremendous importance of creating a real dyestuff and intermediate industry in this country, and they set to work to accomplish it, despite the fact that there was no adequate tariff protection on the most important ingredients of dyes—the intermediates. Probably one hundred million dollars of capital have been invested in this business since the beginning of the war, and today nearly all of the intermediates necessary for the dyes are being made on a commercial scale. The dye-makers' work is not yet complete, but he has created approximately two hundred dyes equal in every respect in shade, strength and working quality to the pre-war types, and he has made them from American raw materials and American intermediates in quantity and variety sufficient to keep the textile mills in operation. The American market consumes normally some three hundred dyes, and the American dye-maker is steadily reducing the number of unavailable colors and shades. The development not only is recent, but is still in vigorous process ,and in the next ninety days several of the most complicated dyes will be available in quantity sufficient to satisfy the home consumption.

Vegetable Dyewood Industry

"Credit should be given to the vegetable dyewood industry, which for a while came under the control of this section of the War Industries Board, for having stepped into the breach and increased its production some fourfold during the early periods when the artificial dye and intermediate business was passing through a period of feverish construction and before production had yet reached its present level. Soon the shortage of ships rapidly reduced the importation of the raw materials for this business, and a rapid decrease in the production of vegetable dyes set in. By this time, however, the manufacturers of aniline dyes were beginning to deliver and were in time to save the day.

"The color works supplied the army and navy during the war with certain absolutely indispensable ingredients (diphenylamine, dimethylamine, etc.) for smokeless powder and high explosives in such huge quantities that the development of certain classes of colors was seriously retarded. As the explosive requirements increased, it became necessary to restrict the use of the raw materials for dye-making purposes, and the production of certain classes of colors was practically prohibited, entirely sus-

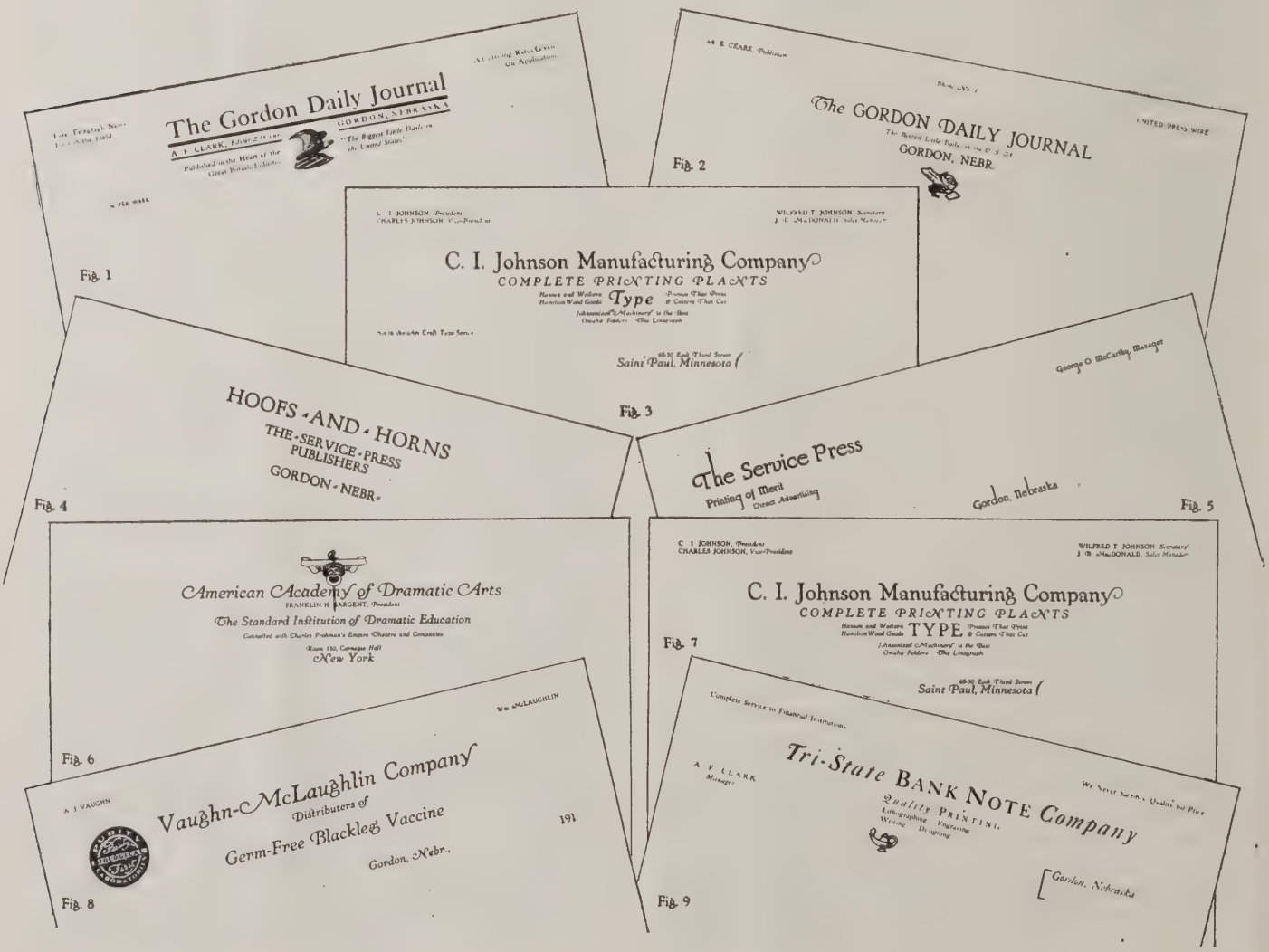
pending the splendid development that was under way. During this period the War Industries Board was supported and aided in the most loyal and partiotic manner by all the manufacturers of dyes.

Demands for Explosives

"The tremendous demands of the explosive-maker for the same raw materials that make the color established the supply of these materials in the country, and as the requirements for colors bore only a small percentage to the requirements for explosives, the raw material for the industry became assured. The coke and coal-tar industry built elaborate machinery for the recovery of by-products necessary for explosives, and even the illuminating gas plants in the various cities installed machinery for stripping these came products from their gas. Without the war, however, and the national emergency, this tremendous upheaval in the coke and coal-tar industry, so necessary to the production of these basic and, for the dyestuff industry, indispensable, raw materials, would never have been accomplished. Since the signing of the armistice it has been possible to remove the restrictions on basic raw materials, and the dye manufacturer may now get his full supply of toluol, xylol, acetic acid, etc., and the further development of the intermediate manufacturer may continue. The United States is producing more of these raw materials than any other country and is, therefore, the logical source of supply for the outside world for manufactured intermediates. In some branches a productive capacity has been created which will rapidly develop an exportable surplus of these high-priced commodities.

"The color-maker uses nitrate of soda, which has to to be imported from Chile, and as all our explosives are also made of it, it was necessary to keep the consumption of this product, also called Chile saltpetre, down to a minimum. The manufacture of dyes did not consume more than 1 per cent of the total importation, and three ships brought in on one trip enough for one year's supply. The development of the industry has gone on with the most scrupulous regard for the prosecution of the war, and not only was saltpeter saved and used frugally, but improvements were made entirely eliminating its use in certain operations. All azo colors, for example, are made with nitrate of soda, which formerely was manufactured from nitrate of soda (saltpetre). One of our intermediate-makers, however, was so successful in eliminating the use of saltpetre for this purpose that today only 25 per cent of the nitrate of soda used in the entire country is still made from saltpetre. Before the war nearly all of this material was imported. Surely it would be difficult to find a more signal triumph of American genius and determination.

"Our dye manufacturers suffered not only from restrictions at home but also from pressure from abroad. The Swiss color-makers combined to form a foreign trade association, and attempted to obtain the release of certain scarce raw materials from this country under promise of returning the dyes made therefrom to the United States only, but this section vigorously opposed such a policy, and it was not adopted. Recent developments point somewhat to Germany's hand in this matter, and it may have been just one more attempt on



their part to regain the lost American market.

"One of the raw materials largely used in the color business, as well as in the textile mills, and in the manufacture of photographic and medicinal chemicals, is nutgalls. These come largely from China, and the shortage of ships threatened to reduce the imports very materially. It was necessary for us, through the War Trade Board and the Shipping Board, to reduce the imports to a minimum and to allocate them when they arrived.

"For a long time there was a scarcity of the chemicals manufactured from wood—wood alcohol, acetone, formaldehyde and acetic acid—and as all of these are largely used in making dyes, color making in certain lines, notably indigo, was delayed. Nearly 60 per cent of the total output of acetic acid, for example, goes into dyes or dyeing, and nearly half of this for the making of the dyes themselves. In spite of the shortage of acetic acid and also of chlorine, the manufacture of indigo has been developed to a point where its large scale production is now only a matter of time.

"This section of the War Industries Board gave the manufacturers of colors and the users of colors an opportunity recently to express their desires through their war service committees in a meeting in Washington, in regard to the protection that might be necessary to safeguard continued existence of the color industries in this country. Both the dye manufacturers and the dye consumers were unanimous in their belief—and it is particularly gratifying to note the enthusiasm of the great textile industries on this point—that the American dyestuff industry should be maintained at all costs. It was the feeling that America knew the price she had paid for the lack of a dye industry when the war broke out, and was prepared to pay any price to keep this industry now that it had been created.

Several times during the past two years we have mentioned the work of George O. McCarthy in connection with this department and this month we are showing a number of his specimens which we think are above the average in quality. There are seventeen samples of business cards and letter heads selected from about thirty specimens. Some of the best were printed in tints that could not be reproduced by zinc etching and so are excluded from the exhibit. These specimens we think show remarkably good taste in the use of typefounder's material. All are styles that are adapted to every day use in the small print shop and can be studied with advantage by every compositor who wishes to improve his work. Mr. McCarthy is now with The Cedar County News, Hartington, Nebraska. The following data regarding this work will assist the reader in getting a better idea of it than would be possible from the illustration alone.

No. 1 is set in Caslon and Caslon Italic, 6 to 24-point, the text and eagle are printed in dark blue and the rules and bars in the shield are in red.

No. 2 set in Art Craft series, 6 to 18-point, the line, "The Biggest," etc., is in red, the rest in black with the center of the ornament in gold which does not show in our reproduction.

No. 3 also set in Art Craft series, 6 to 24-point and printed in dark blue with the word "Type" in red.

No. 4 is set in 12 and 18-point Forum and printed in black.

No. 5 set in Parsons, 8 to 24-point, and printed in

Fig. 10

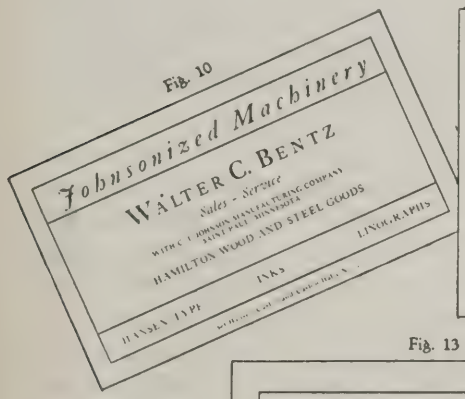


Fig. 11

Fig. 12

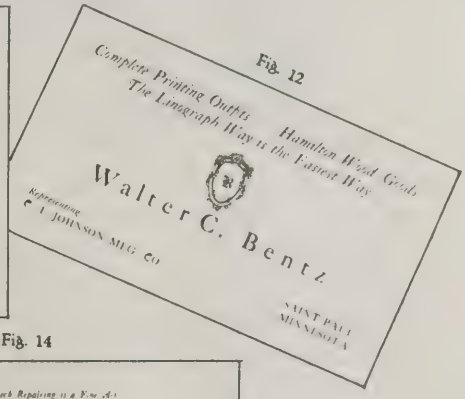


Fig. 13

Fig. 14

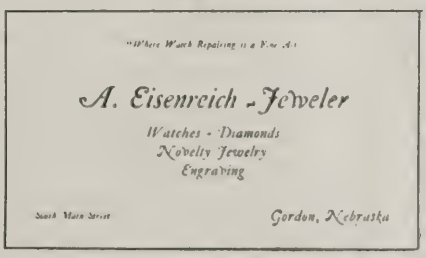


Fig. 15

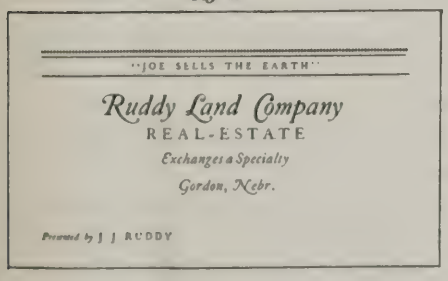


Fig. 16

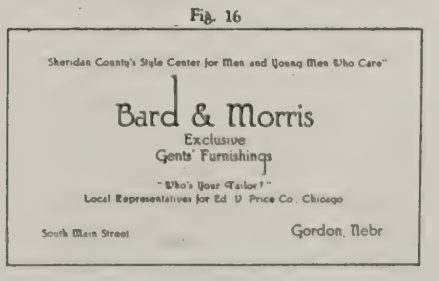
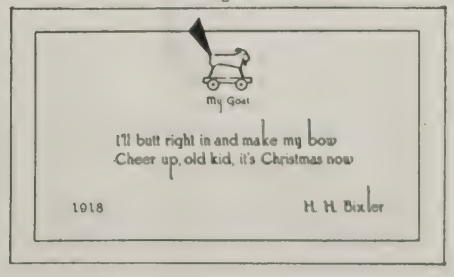

Sheridan County's Style Center for Men and Young Men Who Care"
Bard & Morris
Exclusive
Gents' Furnishings
"Who's Your Tailor?"
Local Representatives for Ed V. Price Co. Chicago
South Main Street
Gordon, Nebr

Fig. 17



black with the exception of the initials in the name which are in red.

No. 6 set in Art Craft Italic, 6 to 18-point and printed in black with the ornament in red and embossed.

No. 7 set in Art Craft, 6 to 24-point and printed in black with the word "Type" in red.

No. 8 set in Art Craft Italic and Art Craft, 8 to 24-point, and printed in black with the center of the trademark in red.

No. 9 in Caslon and Caslon Italic, 8 to 30-point and printed in black.

No. 10 is set in Hanson Caslon and Caslon Italic No. 2, 6 to 24-point, the text is in black and the rules in red.

No. 11 is set in 12 and 18-point Forum and printed in blue black on a light-blue card. This is the only sample we are showing which was printed on colored stock, all the others being on white.

No. 12 is set in Hanson Caslon and Caslon Italic, 8 to 24-point, and printed in black.

No. 13 set in Caslon and Caslon Italic, 10 to 24-point and printed in black.

No. 14 set in Caslon Italic, 8 to 24-point and printed in blue black.

No. 15 set in Caslon and Caslon Italic, 8 to 24-point, the rules and initials in the words "Ruddy Land Company" are printed in red and the balance in black.

No. 16 set in Parsons, 8 to 24-point and printed in blue.

No. 17 is also set in Parsons, 10 and 12-point, the type and cut are printed in black and the rule in red with the goat's tail in green.

* * *

The subject of color is of universal interest, yet the average person is unfortunately ignorant of the laws which should guide him in its intelligent use. In this world we are surrounded by color. Every object that we see has color; it is the great distinguishing factor which enables us to separate in our vision one object from another.

Color is a language thru which we express our thoughts and ideas, our feelings and aspirations, and since it is so universal a language, which we cannot choose but speak, it behooves us to speak it beautifully. The educated American is known by the quality of his "English." Our ears are trained to detect grammatical errors. But thousands of people commit just as glaring errors in the grammar of color; for there are laws which govern the combination and relationship of colors just as there are laws which govern the combination and relationship of words. Many are accustomed to think of color as being governed by feeling, taste or intuition, but now we know that the relationship of colors can be taught as definitely as we teach the rules of grammar.

The civilization in which we find ourselves today is ceaselessly opening new fields of industry where a knowledge of color in its various relationships is positively essential. A new book on "Theory and Practice of Color," by Bonnie E. Snow and Hugo B. Froehlich, and published by The Prang Company, covers the subject very thoroly. The book with its color charts is compiled for the purpose of discovering to the ordinary man the World of Color. The charts, which are purely scientific, are the keys which unlock a vast storehouse of useful knowledge to the practical printer. It is one of the books which every printer should possess. This book may be purchased thru the NATIONAL PRINTER-JOURNALIST Book Department for $3.15, postage paid.

Unlike most works on this subject that are offered to the trade it devotes much attention to the practical use of pigments and very little to the theory of light, a subject which is quite confusing to most of us, and is not of much concern to the industrial worker.

PRAIGG BECOMES COUNSEL TO U. T. A. ADVERTISING BUREAU

According to word from the headquarters offices of the United Typothetae of America, in Chicago, the new Advertising Bureau is literally being "swamped" with requests for service on the part of members of the organization.

As a further means of serving all members with maximum effectiveness, the organization has drawn to the Advertising Bureau, as advisory counsel, Noble P. Praigg, former editor of *Associated Advertising*, the monthly magazine of the Associated Advertising Clubs of the World.

Mr. Praigg enters the organization work well equipped by training and experience to render a splendid and profitable service. Originally he was a newspaper man, and over a period of nine years was successively reporter, managing editor and publisher, afterward entering the advertising service business and going into advertising agency work, later being chosen as editor of the publication of the national advertising body. Through this experience he has come into intimate contact with the most serious problems of the retailer, large and small; he has rendered advisory service and advertising help to wholesalers and manufacturers, and through much special work in connection with printing he brings to the Advertising Bureau an insight into printing, production and merchandising.

Mr. Praigg's work will be chiefly in direct cooperation with Typothetae members who wish to expand their business along the lines of creative advertising, both in regard to Printing promotion and counsel and help in enabling the printer to render a true business service to his customers. For the business man welcomes the printer who brings him a merchandising idea.

Charles L. Estey, Director of the Advertising Bureau, has established a strong foundation for the work, and now supplemented by Mr. Praigg's connection, the Bureau's service will be broadly expanded for the benefit of all Typothetae members.

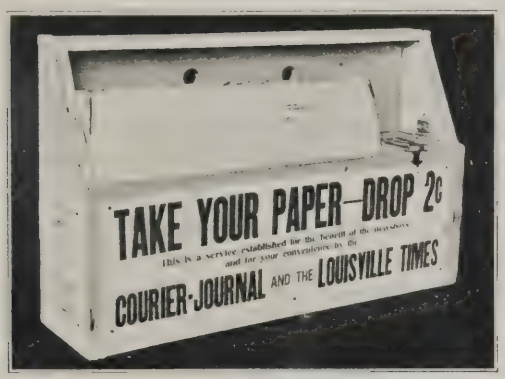
SELF-SERVICE NEWSPAPER DISTRIBUTION

The circulation department of the Louisville *Courier-Journal* and Louisville *Times* has just installed a "self service" plan of distribution in outlying localities where the constant attendance of a newsboy is not feasible.

The basis of the system is a box, as shown in the illustration, with a rack compartment, about twenty inches wide and fifteen inches deep. To the left of this is a box compartment which locks with a padlock, and with a coin slot in the lid.

On Sunday morning the newsboy who has charge of the box slips a little card over the staple which holds the padlock, on which is printed the figure "7" to cover the figure "2" which appears on week days.

These boxes are installed at street corners, on interurban car lines, or at any point where a sale of papers can be developed. The boxes are painted red, so that they can be seen from a distance.



THE NEWSPAPER BOX

These red boxes are operated by the newsboys themselves. The boys stock the boxes and collect the money, making just the same profit on each paper as though the sale were made in person. But whereas a boy can cover only one station in person, with the box system he can cover a whole neighborhood, giving better service, selling more papers, and thus making more money for himself.

Or perhaps the boy wishes to leave his station at 8 o'clock to go to school. In that case his red box will take care of his customers until school is out, when he collects his pennies and takes charge of any left-over papers. Then in the afternon he stocks the boxes with a sufficient number of afternoon papers for his trade.

In some places little girls have asked for the privilege of taking care of the boxes, especially out along some of the interurban lines leading out of Louisville. The plan is also in operation at some of the city's industrial plants, such as that of B. F. Avery & Sons, where "Old Bill" Gray earns a little money on the side by taking care of three boxes, one at the gate, one at the timekeeper's office, and one at the cafeteria. The noon edition of the *Times* is supplied to these boxes in time for the men to get copies to read with their lunch. Then they get the evening edition to read on the way home.

"The plan is working out very successfully," says W. H. Ward, of the circulation department of these noted Louisville papers. "You might think there would be losses, but there are not. It would be difficult to find a man so small as to cheat a newsboy out of two cents. As a matter of fact, the collections usually run a little over the actual amount earned. People will trust to their memory when they cannot make change, so that the collections will sometimes run under and sometimes over, but the average is a little better than the actual earnings. For instance, a man comes along without any pennies. He may take a paper and pay next time, or he may drop in a nickel and take another paper that evening or the next morning. But the general average is a little to the good."

"OLD BILL" GRAY AND HIS NEWSPAPER BOX

NEW REPRESENTATIVE FOR MILLER COMPANY

The Miller Saw-Trimmer Company of Pittsburgh announces the appointment of Mr. Arthur Leaf as direct factory sales representative for Maryland, Virginia and District of Columbia.

Mr. Leaf has been connected with this company for a number of years as erector and during this time he has made many friends among printers in all parts of the country.

He is well qualified to explain and demonstrate the economies and extra profits which always result with the installation of Miller Feeders and Miller Saw-Trimmers.

HEAD OF IOWA PRESS SEES BIG FUTURE FOR COUNTRY WEEKLIES

Mr. W. P. Wortman, of Malvern, Iowa, past-president of the Iowa Press Association, is a native Iowan and was born in the county in which he now resides. He spent several years in school work after being graduated from Highland Park College.

He entered the newspaper business, without previous experience, at Malvern, Iowa, in August, 1900, and has been editor and publisher of the Malvern Leader ever since. During that time the Leader has enjoyed a steady growth in business and he has developed especially the farm advertising and farm news of the paper, as the major part of his circulation is among farming people.

Four years ago the paper adopted the strictly cash-in-advance plan with subscriptions with such gratifying results that the plan is most heartily commended to all weekly papers. A year ago the price of subscription was raised to $2 per year, which is now considered the standard subscription price in Iowa. The Leader is housed in its own building and has a modern, up-to-date equipment.

Mr. Wortman has always been a great believer in association work and has been a member of some newspaper organization ever since he has been in business. He has been president of the Western Iowa Editorial Association, and vice-president of the Southern Iowa Editorial Association, and feels that he has been well repaid for the time and interest taken in these organizations. Four years ago he helped to reorganize the Iowa Press Association, and has been a member of the executive committee for the past three years. He believes in the future of the real live country weeklies.

POSTAL DEPARTMENT ANNOUNCES RULINGS IN REGARD TO SUBSCRIPTIONS THROUGH AGENTS

The following rulings of the Postal Department relative to subscriptions obtained through agents, are of general interest:

"Subscriptions obtained through agents or agencies on commission or in connection with clubbing arrangements with other publications in cases where the amount received by the publisher, after deducting the amount paid as commission, or as rebate, or through other arrangements, is less than 50 per cent of the amount at the regular advertised annual subscription price of the publication, are at a nominal rate.

"This rule applies in cases where agents work on a combined commission and salary basis, as well as where they work on commission alone, and, therefore, publishers must receive at least 50 per cent of the amount at the regular advertised annual subscription price of the publication, after deducting both salary and commission, in order to bring the subscriptions within the "legitimate list of subscribers" required by law.

Unit Plan of Agents securing Subscriptions to Various Publications: Subscriptions obtained by employes engaged in good faith to work on a straight salary basis, fixed in advance, at an amount not above that which is fair and reasonable nor out of keeping with the nature of the duties and services rendered, and the subscriptions are solicited strictly on the merits of the publication, the full amount paid by the subscribers going to the publisher, and the employe receives no compensation whatever other than his stipulated salary either as a rebate or through other means adopted for evasive purposes, the subscribers would be regarded as forming a proper part of the "legitimate list of subscribers."

THE WISCONSIN PLAN FOR PRINTERS AND PUBLISHERS

Wisconsin printers and publishers are the beneficiaries of a most advantageous plan put into effect in 1915 for the installation of cost systems. By a co-operative arrangement between the University Extension Division and the Wisconsin Federated Printing and Press Associations, the University furnishes a field man to make the installations and the Federation provides the cost system books and other printed matter and pays the traveling expenses of the field man.

The University makes no charge for its part of the service. The Federation charges for the printing and traveling expenses on a cost basis. Under this arrangement, the cost of installing a cost system is comparatively small, not exceeding $50 so far and in several instances being as low as $17.50. The basis of the cost at present is $10 for the set of books and other forms and $5 a day for traveling expenses. Thus, the field man could spend six days in a shop and with the price of the books the cost would be only $40.00.

Expense of upkeep of the cost system after installation is made exceedingly low through the Federation, which keeps the cost books and forms in stock and furnishes electrotypes of the most used forms, all being sold practically at cost. The service is now in its third year and promises to become permanent.

VALUABLE NEW REFERENCE MANUAL

"Newspaper Heads"—the first authentic reference manual of head-letter composition and newspaper typography—is just off the press. It is a scientific guide for making newspapers more attractive, more readable and therefore more interesting.

This book is published by the Mergenthaler Linotype Company. Every printer-publisher interested in better newspaper typography should have a copy.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

TWO highly essential qualifications for success as a newspaper maker are those qualities of mind and heart known as vision and enthusiasm. And they must be possessed in their broadest sense. While their applications to one's affairs should be perennial, it must not be narrowed to that alone.

An editor's vision and an editor's enthusiasm must be extended also to his home town—to his field—to his country—his state—the nation—yea, today, even to the world—for never before in the world's history has the earth seemed so big in possibilities nor so small in size and distances. The war has brought Europe very near to America—only three thousand miles away—and three thousand miles today are no greater than that many hundred miles seemed to most men fifty years ago.

Vision is that power of will to see things as they ought to be—as they can be—as they shall be, and enthusiasm is that power of will that spurs men on to their goal—to the actualization of their vision. Vision reveals realities and simultaneously inspires enthusiasm. Vision illumines the way; enthusiasm ventures forth. Vision blazes the trail; enthusiasm traverses it.

Our forefathers on this American continent possessed vision. They foresaw stretching out across these fertile shores and within the future years a life of liberty for their posterity, and enthusiastic became their espousal of their cause. Some among them, however, lacked vision; they were called Tories—today we call such folks "Slackers." Don't you be a "slacker."

Throughout all histories, in every age, and in every country, the leaders among men have been those blessed with one or both of these fine qualities. Every American editor worthy of the name is, or should be, a leader in his community, hence the necessity for vision and enthusiasm.

Fortunately, these qualities of mind—these two great essentials to success can be cultivated.

It is all a matter of thought—a process of mind—a reasonable and natural exercise of God-given faculties. The first requisite is desire—a desire for leadership—desire to acquire vision and enthusiasm Vision is merely trained imagination. Now, imagination is a thing few of us were ever taught to regard as of much value to us; but it is of value—of inestimable value—it is, in fact, one of the most valuable things any man, more especially a newspaper man, can aspire to develop.

All wonderful inventions, all stupendous engineering feats and projects, all remarkable reforms of government or religion, every innovation of whatever nature you can think of—everything, in fact, that is good, or marvelous, or great in its benefit to mankind, had its origin first in some brave leader's imagination. A flash of vision disclosed it; a wave of enthusiasm popularized it.

And just so today are the germs of the most magnificent human achievements for the future lying dormant in some men's imagination. Some day these, too, well be illumined by the piercing rays of vision and quickened into life by the bright fires of enthusiasm.

All of which you may think very strange stuff to be presented as an introduction to a department of newspaper reviews; but, I assure you, it is not without a purpose. I want you to learn to think, to visualize, imagine—to see the grand possibilities of your own calling and of your own field—to see the glorious possibilities of America as a nation—and to become one of the enthusiastic leaders in making American newspapers—and America herself—the greatest in the world. You can do it. Will you?

Readers of my last installment may or may not remember that I mentioned having received a letter from Brother John N. Huntz, foreman of the Chilton (Wis.) Times office, which I was holding in abeyance for consideration in connection with the matter to which it referred. Here, then, is that letter:

Chilton, Wis., Feb. 23, 1919.

O. Byron Copper, De Soto, Wis.

Dear Sir:—This week the Chilton Times published a two-page spread for the Walsh Harness Company; the coming week we will run a one-page advertisement, the week after that another two-page ad, and the week thereafter another one-page ad. Will then send you a copy of each of the four papers for your criticism and suggestion for improvement. All ads are rough copy furnished by the Cramer-Krasselt Advertising Company, Milwaukee; but the figuring out of space, layout, etc., and composition on machine are done in the Times office. All hand work and justifying is done by my brother, Joseph, who together with myself, comprise the labor force at this shop.

Very respectfully, JOHN N. HUNTZ.

As may be imagined this series of advertisements, specimens of which have been submitted by Brother Huntz, is a very interesting one. It would not be easy to tell how they might have been bettered in composition. I am also favorably struck with the wording of these ads, for they are well conceived and replete with strong selling points. I am reproducing three of the series as exhibits 1, 2 and 3. It will be observed that the first occupied ten columns across the two pages, with a column of reading matter on either side.

March 13, 1919.

Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—Have been noting with interest your criticisms and comments on newspaper makeups. Am sending you under seperate cover a couple of copies of the Leader on which I wish you to give me your opinion concerning the makeup, etc.

Very sincerely yours,

W. P. WORTMAN.

Brother Wortman's Malvern (Iowa) Leader is a paper full of strength, dignity and typographical perfection. There is some sense and system in the way that every one of its pages are made up—nothing "just happens so" in the pages of the Leader. By reference to the accompanying reproduction of one of the first pages (exhibit 4) the reader may note with what precision head masses are balanced and how nicely every point and feature is planned, and, I am pleased to attest, no less a degree of pains is taken in the making up of other pages of this fine sheet, in which the triangular form is followed religiously. Advertisement composition is stronger and more striking than it is artistic, although it is all very serviceable and, on the whole, neatly planned and displayed. This inner page (exhibit 5) will not only demonstrate the advertisements and their good featues, but likewise shows the perfection of makeup mentioned. The Malvern Leader is an all-home-printed specimen, varying in number of pages, according to need, I take it, and as a result the news-esrvice is most thorough. A feature no less praiseworthy is the excellent editorial work. The editorial department itself is exceptionally well handled. Two dollars a year is the price of this paper, and it is certainly of no cheaper a class.

* * *

I'll defy anyone to find a more delightful home weekly than the Standard Democrat of Burlington, Wis., of which Zimmerman & Son are the publish-

Exhibit No. 1

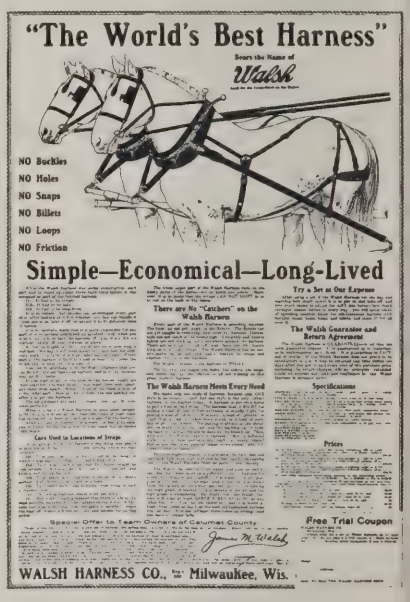


Exhibit No. 2

Exhibit No. 3

ers, and of which two copies lie before me. This sheet is a delight in more respects, perhaps, than any

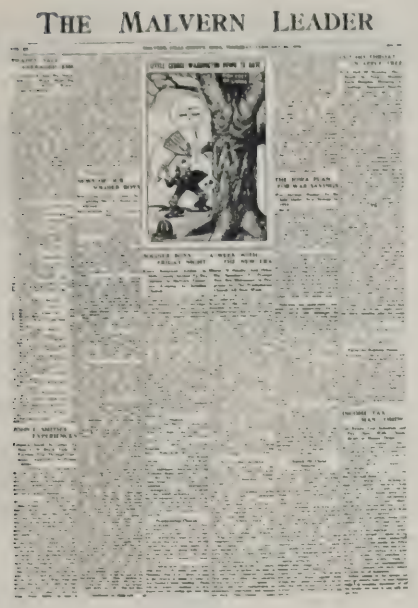
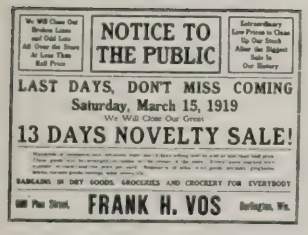

THE MALVERN LEADER

Exhibit No. 4


NOTICE TO THE PUBLIC

LAST DAYS, DON'T MISS COMING

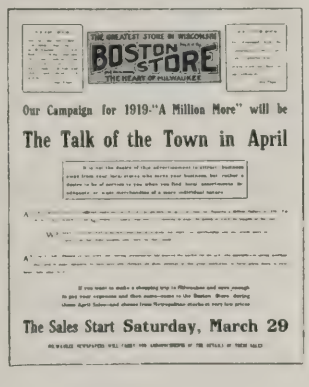
Saturday, March 15, 1919

We Will Close Our Doors

13 DAYS NOVELTY SALE!

FRANK H. VOS

Exhibit No. 6


BOSTON STORE

Our Campaign for 1919-"A Million More" will be

The Talk of the Town in April

The Sales Start Saturday, March 29

Exhibit No. 7

ANOTHER FORD CAR For Sale!

MOORE'S TIRE SHOP

Public Sale!

Friday, February 21

17 HEAD OF HORSES AND MULES

12 HEAD OF CATTLE

GRAIN AND HAY

IMPLEMENTS AND MACHINERY

JONES ANDERSON

Joint Public Sale

TUESDAY, FEBRUARY 25

16 Horses and Mules!

10 Head of Cattle

Hogs

Farm Implements

TERMS:—Ten dollars and under cash; above that a credit of eight months will be given on approved notes bearing 8 per cent interest. No property to be removed until settled for.

A. T. White and Jesse Smith

L. A. Talbott, Auct. Malvern National Bank, Clerk.

Exhibit No. 5

other I may be privileged to examine this month—editorial work, news-service, press-work, advertisement composition, make-up, stock, typography—no detail seems to go neglected. I have it in mind that 'tis not long ago since I showed a front page of this fine sheet for the edification of my readers, hence I forego that temptation now and reproduce instead a couple of the pleasing advertisement specimens (exhibits 6 and 7). In the first of these specimens I think there has been too much "spreading" of masses; it is always best to group the various portions of an ad, by throwing white space around them, than to distribute too much of the white space between lines. In the second specimen I consider there has been used a superfluous number of rules of different faces. If all rules had been eliminated, except that forming the three panels at the top and a single rule both above and below the street address and city, the effect would have been more pleasing.

* * *

Few newspapers of my acquaintance enjoy a more liberal advertising patronage than this Laurel (Neb.) Advocate, an eight-page, all-home-print, $2.00-a-year publication by C. E. Nevin. I am certain that advertising portions in the copy before me figure considerably more than fifty per cent., yet a clean front page is maintained and almost every page is made up according to the golden rule of this department, that is, after the triangular scheme. At first sight one might conclude this was a specimen from some special edition, but it is not—just the regular edition, with many half- and quarter-page advertisements. The advertisement composition is away above the average, too, the compositor possessing a fine regard for white space and simplicity. Press work is delightfully done and the news-service is first rate. The only thing I can see that this sheet lacks is a few double deck heads (they need not be too bold, you know) to take the monotony out of the first page.

* * *

An extremely fine feature of the Iowa County Democrat, published at Mineral Point, Wis., by George and Robert Crawford, is the editorial department by the last named member of the firm. This is a conspicuous feature of the Democrat, too, for it appears in pica, double-column measure, in the first two columns of the first page. Editor Crawford has a very forceful style—a crisp, clear-headed style—and his sentences are complete and well formed. He chooses good and timely subjects and handles them in good shape. Of course, the mechanical makeup of the Democrat's pages is entirely wrong—out of harmony with the canons of this department—but the presswork is first class and the con-

tents of the sheet above adverse comment. The price of this paper, like some other features about it, is unique—$1.80 the year.

* * *

That the Evening Recorder and Daily Democrat of Amsterdam, N. Y., whose mechanical makeup was recently criticised in these columns, has effected a highly commendable improvement in that respect as

Amsterdam Evening Recorder

AND DAILY DEMOCRAT

FINANCIERS AT SPA TO ARRIVE IN PARIS SOON

SEVERE STORM IN THE UPPER HUDSON VALLEY

THREE BILLS ARE INTRODUCED IN THE LEGISLATURE

TO INCREASE THE MEMBERSHIP OF EACH INDIVIDUAL STATE

CREDENTIALS OF THE EMISSARIES

CALDER'S LETTER TO SECRETARY GLASS

KAISER AND CROWN PRINCE TO BE TRIED

DANGEROUS ENEMY ALIENS NUMBER 500

TAXES IN EFFECT TUESDAY, APRIL 1

TO ISSUE CALL FOR 50,000 VOLUNTEERS

SENDING OF NOTE TO U. S. REPORTED

Exhibit No. 8

pertaining to its first page, is proven by the reproduction shown herewith as exhibit 8. The present style is quite symmetrical and pleasing.

* * *

I'm rather late in saying it, I know, nevertheless I'm going to say it now—that was a mighty fine and creditable edition the Appleton (Minn.) Press issued last December 20, called its "Victory Edition," and consisting of some four quarto sections Although my specimen was somewhat damaged before it reached me, it is still an exquisite creation, typographically, with the Goddess of Peace depicted on the front cover and all pages bordered with a patriotic stars-and-stripes design. Type portions were in black, with borders and an advertising cut or two in red. An abundance of strictly appropriate material was compiled for this edition and all put up in fine shape, too, both at the desk and in the form. Feature story after feature story formed the contents of this unusual issue, and the pictures of the boys (and girls, too) who served were profuse. As intimated, everything editorial and mechanical, about this edition was extremely high grade—all the work of the McGowans, of whom M. J. is editor; A. E., head of the mechani-

VICTORY EDITION APPLETON PRESS FRIDAY DECEMBER 20, 1918

One of the Rainbow Division

Three Soldiers and a Nurse in the Rice Family

A REAL OPTIMIST

Likes the Old Home Town

Exhibit No; 9

Hennepin County Rural Messenger

THIS TELLS HOW TO FIGURE YOUR INCOME TAX

AMERICA'S IMMORTALS

GOVERNOR OPENS ST. PAUL RALLY

FIFTH TONNAGE TAX BILL IS INTRODUCED

OLD TIMERS WIN IN ANNUAL ELECTIONS

RED CROSS NOTES

BIG ISLAND PARK BILL WILL DIE NATURAL DEATH

WOMEN SUFFRAGE BILLS ARE FAVORED

Conflicting Thoughts

Exhibit No. 10

cal department; Gertrude, local reporter; and J. H., business manager; with Carl L. Maynard, machinist-operator. I fully realize my inability to do this speci-

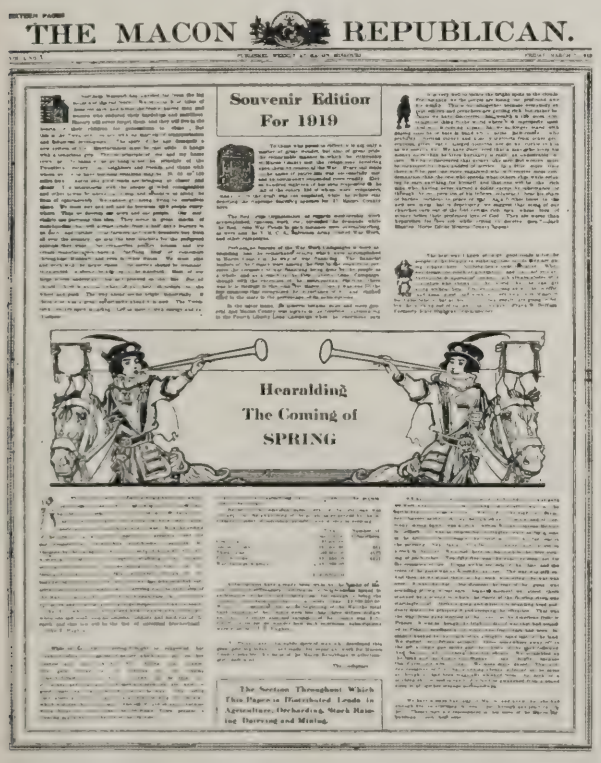
men justice by way of description, hence I intend to reproduce one of the attractive pages (exhibit 9) just so folks can see how nicely everything was "framed up."

* * *

Any good judge of a modern newspaper page must agree with me in that this first page of the Hennepin County Rural Messenger, St. Louis Park, Minn., is very jauntily and nicely gotten up. The beauty of such a scheme of mechanical makeup is that it is not so stiff as some of the more rigildy balanced schemes —yet there is balance in this page, too. Some carelessness is in evidence, however, in the treatment of this page in detail—as shown by the discrepancy in the length of columns and the difference in amount of space at the top of the various columns. A careful makeup man always sees to it that the space between type and head-rule at each column top is exactly the same, and likewise is just as particular about having a perfect alignment at the foot of his page, too. Before passing I must congratulate Brother D. C. Martin, editor of this sheet, upon his very creditable editorial effusions. His editorials are certainly the best of "good stuff."

* * *

Exhibit 11 will offer a good idea of the mechanical perfection that characterized a late "Souvenir Edition" of sixteen pages issued by the Macon (Mo.) Republican. Of course, some special matter had to be gotten up for such a big paper, but in the main the con-


THE MACON REPUBLICAN.

Souvenir Edition For 1919

Heralding The Coming of SPRING

Exhibit No 11

tents seem to be just about the regular grind, supplemented with an extraordinarily great advertising patronage. Generally these advertisements have been well treated, the material in use well selected and intelligently manipulated.

THE DEMING HEADLIGHT

LEGISLATURE QUIT SUNDAY

SICKNESS IN THE SCHOOLS SLIGHT

HARRY EMERY BACK IN U. S.

THREE VICTIMS IN ONE FAMILY

RED CROSS IS STILL ACTIVE

LOCAL COMPANY TO SINK WELL

Howard Thought Slain By a Shell

U. S. Institute to End Tomorrow

Mrs. McCollister Dies

Lynd is Home Again

Information for Tax Delinquents

Diphtheria Takes Two Children

Leslie Toney Back From War Zone

Senate's Time Was Disgrace

SOCIAL HAPPENINGS OF THE WEEK

Exhibit No. 12

* * *

"Exquisite," I guess, is the only proper term to use in describing this Deming (N. M.) Headlight (exhibit 12). Several facts make this an "exquisite" publication: First, it has a perfectly harmonious typography—the head-letters being all of one series and uniform with the title line. Second, good taste is exercised in making this first page up. Third, a very good grade of stock is used; and, Fourth, perfection is attained on the press. Contents, too, are up to the high standards in evidence in other respects. The eight pages, being exclusively home printed, hold an abundance of matter, and all of it is high class stuff. The department of editorials, too, deserves special mention for its up-to-date subjects and clear-minded conclusions Now, the only things I can suggest for the improvement of this excellent sheet are these: Vary the mechanical makeup of the front page columns a little more by opening alternate column-tops with neat little boxes, for instance, and make up other pages after the triangular scheme, that is, by arranging all advertising matter to the right-hand sides, the various spaces being graduated with a view to size, having the large ads at the bottom and the smaller ones at the top. With these two innovations adopted, the Headlight will be well nigh perfect, for the advertisement composition is both simple and sensible.

"THREE THINGS LORD DIDN'T CREATE —HUNS, SLACKERS, AND PRICE-CUTTERS"

Says O. O. Buck, Field Secretary, Nebraska Press Association

"There are three things that the Lord didn't create and the devil won't own. They are huns, slackers, and price-cutters. There is some excuse for the price-cutter, tho, and that is ignorance. No sane man will cut a price if he knows he is going to lose by the operation, but he always thinks he is going to gain. He has numerous reasons for thinking so. One is that he doesn't know his costs of production, he either does not know all the items that enter into his costs or else he thinks he can afford to ignore some of them, for instance, as his own wages or the interest on his investment or depreciation on his plant.

"Another reason that some give for price-cutting is that they can afford to make a ridiculously low price on the first order from a new customer to get him started and make sure of his business in the future,

MR. O. O. BUCK
New Field Secretary Nebraska Press Association

the idea being to make up the loss on later orders. In doing this they both underestimate and insult the intelligence of the customer. Customers who fall for this kind of bait are usually wise enough to take care of themselves.

"Another brand of price cutter is the one who finds out what others want for work, assumes that they are going to make a profit on it, and then says he will be satisfied with a smaller profit—and cuts the price.

"But the worst price cutter of all, and the most numerous, is the one who cuts prices without knowing it, who doesn't think at all, who does nothing but guess and boasts that he never lets a job get away from him. Instances could be mentioned where such fellows as this have actually taken jobs for less than the cost of the stock.

"The only remedy for these conditions, the only thing that will take the price cutter out of the hun and slacker class, is education. And this is the great task that confronts all organizations of printers. The ignoramus who cuts prices must be persuaded to associate with others in his line of work, much as they may detest his company. He must be given an opportunity to hear what they have to say, to become familiar with their code of ethics, to study their business methods and to compare the results of their methods with what he accomplishes.

"It does little good, as a rule, to try to talk to a confirmed price cutter in private. He blusters about his superior facilities for handling work at a low cost, lies about his profits, tells you that the other fellows are all grafters and robbers, that they don't get the prices they profess to get and that they are all jealous of him because of the large amount of work he is turning out. Little impression can be made on him in this way, but get him into an organization, put him in a position where he is compelled to listen and observe, and sooner or later he will begin to think. When he does begin to think the battle will soon be won.

"All printers' organizations should make a special effort to get the price cutters, both voluntary and involuntary, to join their ranks. And it should be remembered among country printers that subscription rates to newspapers and prices for advertising space are as legitimate for discussion as the prices of letter heads and sales bills."

THREE SUMMER COURSES FOR NEWSPAPER WORKERS

Three courses in journalism for newspaper workers will be given at the University of Wisconsin summer session, beginning on June 30 and continuing to August 8th. The purpose is to provide instruction and practice for young men and women who are unable to pursue a regular university course in journalism.

Newspaper reporting, with practical experience in co-operation with the city editors of the three Madison daily papers, copyreading with headline writing, and the writing of special feature articles for magazine sections of newspapers, constitute the three fields to be covered in the summer course. A course in short-story writing will be offered for persons who have had some experience in writing fiction.

Prof. Willard G. Bleyer, director of the Course in Journalism, will have charge of the summer work, and will be assisted by Dr. M. Lyle Spencer, head of the department of English at Lawrence College, who during the last two years has been editorial writer and copyreader on the Milwaukee Journal and who is the author of a textbook on newswriting.

THE VALUE OF THE NATIONAL EDITORIAL ASSOCIATION TO THE PRINTER-PUBLISHERS OF AMERICA

ADDRESS BY GEORGE E. HOSMER, DENVER, COLO., JOURNALISM WEEK, UNIVERSITY OF MISSOURI

"We are all newspaper students I trust. I am indeed glad to be with you today and to talk to you of some of the problems and possibilities in the newspaper business. It seems to me that now, just at the close of the world's greatest war, during which the newspaper men and women of the country have contributed perhaps more than any other one class to the victory for real democracy, is our opportunity to go ahead and really do things for our profession. We are told by Mr. McAdoo, formerly Secretary of the Treasury and Director of the Railroad Administration, that we have rendered immeasurable service to the Government. We have not only done what we could and given what we could, but it has been a possibility for us to do more and to give more, because it was to us that the National leaders appealed to give the message to all the people.

"I have found very few newspaper men who did not serve uncomplainingly. They all gave of their space, which is their stock in trade, in addition to their other giving, gladly, because they were all anxious that the world should be made safe for democracy. But now that the war is over and we look back at some of the burdens we were called upon to bear, we should take stock of our business, as individuals, and as a whole, and see what can be done to make it more useful as a public institution and more profitable as a private enterprise.

"We should resolve that we will work together to make the business so dear to our hearts yield a profit to us that corresponds more justly with its public usefulness, and that our cash received shall bear the correct ratio to the cash invested and to the expense account.

"The first and foremost thing to promote a better condition in the newspaper industry is a closer National organization, an organization that will embrace within its folds practically every newspaper within this country. The National Editorial Association, as I see it, should have within its membership every daily and weekly newspaper publisher within the United States.

"Dean Williams, of the School of Journalism here, was an early president of this organization, and has always been one of its active boosters. I am glad to be able to state that he is in hearty sympathy with a plan that has been recently evolved—a plan more complete, I think, than has ever been presented to the smaller newspapers of the country before.

"This plan provides three classes of membership. The first, the individual membership which we have always had. The second, the collective membership, under which plan a state organization like the Missouri Press Association, becomes a member of the National and every member whose dues are paid in the Missouri Press Association automatically becomes a member in good standing in the National Organization.

"These first two classes of membership are the basis for a large and universal membership of the newspaper men of the country in the National Editorial Association. The collective membership is taken on this basis—each state or district association pays to the National Association fifty cents for each member in good standing in its organization. At the present time we have something like 3,000 members of this class. The individual membership will probably soon be used only by those who do not belong to state or district organizations that have joined the National. Individual dues are $2.00 per member.

"Just recently we have evolved a third class of membership known as contributing membership, and hope to secure from ten to fifty members in every state in the Union, of leading county seat and good-sized city newspaper publishers, who will pay dues of $25.00 per year. This will put this organization on such a strong financial basis that we can open headquarters at Washington and see to it that all the varied interests of the smaller newspapers of the country are looked after at the National Capital. And we hope soon to start an intensive campaign for general advertising in the country weeklies and small city dailies.

"While we are making this campaign for contributing memberships chiefly with the larger county papers, I am satisfied that there is not a publisher of a daily or weekly newspaper in a county seat or any other city above 2,000 population in the entire United States that cannot well afford to pay $25.00 per year to perfect such an organization, that we may carry out the work contemplated.

"If the newspaper men respond properly, we hope to open National headquarters at Washington the first of next December, or at the latest, the first of January, with an active man in charge, a man who knows conditions at the National Capital, and who can do things for the newspapers of the country.

"During the past three years it has been one of my duties as Chairman of the Legislative Committee of the National Association to spend more or less time at Washington, and I am satisfied that we can get—well—almost anything that is right and reasonable, if we are properly organized, and have someone on the ground to look out for our interests.

"As soon as this feature of the work is thoroughly organized and developed, then the matter of a campaign for national advertising should be started. There are some members of your association whom I have met at Washington who know of some of the work I have done, and I know of some of the work they have done.

"Mr. Blanton, a member of my committee, and a former president of the Missouri Press Association, has carried out some ideas of newspaper organizations perhaps farther than they have been carried out in any other state. He knows and I know that but for the work done by the National Association, the Missouri Press Association, and other like associations, the newspapers of this country would have been paying 7c to 10c per pound for print paper in 1917 and 1918.

"I know that but for the fight made before the Federal Trade Commission every small newspaper in the country using sheet news, even under the award of prices of the Federal Trade Commission, would have been compelled to pay perhaps one-quarter, maybe one-half cent, per pound more than he did pay. The differential was made greater than it should have been, but had the fight not been made by the National Editorial Association, it would have been greater than it was.

"A desperate effort is soon to be made to do away with the zone postage system. I want to say that it is to the interest of all the newspapers of the country, with the exception of a few of the very largest, that the zone postage system be kept in force.

"There certainly can be no reason why the Federal Government should go back to the plan in operation before last July and again give a few million dollars bonus each year to the Curtis Publishing Company and a corresponding amount to certain other large periodicals. The zone system of postage will help us develop general advertising and the amount of time required and the expense that it will be to the average country publisher is infinitesimal.

"I want to urge upon this association that *today*, you vote to join the National Editorial Association as a body, thereby adding your several hundred members to the membership of the National Editorial Association. It will cost you but a mere *trifle* in comparison to the results that we hope to secure. Then I want from ten to twenty of the leading publishers to say that they will join as contributing members at $25.00 per annum, so that we may properly organize and maintain headquarters at Washington and perhaps later at Chicago, St. Louis or New York. The National Headquarters should be at Washington to look after legislative matters, but if we get interested in the advertising game it may be necessary to open headquarters for the association either at Chicago, St. Louis, or New York.

"Colorado has already pledged ten contributing members, and we expect a few more to make the association strong enough financially to do the work that should be done in a big way.

"To make the Association's influence felt it will require money sufficient to employ a high class man to have general charge of the affairs at Washington and who can be used to attend state and district association meetings and keep the newspaper men of the country thoroughly posted as to what is going on. A stenographer will also have to be employed at Washington to look after correspondence, and the printing and postage bills will be considerable. As the business develops, the force of workers at headquarters will naturally increase, but if the Association is given the support that it should have I feel sure that soon you will be able to see big profits coming in from the small investment made.

"While improvement of the business of newspaper-making is the first aim of the National Editorial Association, every year it has an enjoyable trip somewhere that combines the education gained by travel with the recreation of an outing with the most enjoyable of companions.

"This year the convention will meet in the Pacific Northwest and a program taking about three weeks from the time you would leave Missouri has been arranged. As far as possible we will rendezvous at Chicago, go to Minneapolis, and from there to Winnipeg, where the final gathering together will occur on the morning of July 27th. All of that day will be spent at Winnipeg and the citizens of that city have promised an entertainment worthy of the great victory and of the National Editorial Association. From Winnipeg west over the Canadian Railroads the party will stop at the most interesting points en route, and will not only see the most interesting points of scenery in Canada, but will also be shown the interesting points in Washington and Oregon.

"Meetings of the association will be held at Portland, Seattle and Victoria, B. C. So you will see that the trip this year is international in its character and perhaps the most educational of any trip ever undertaken by the association. Join the association as a body, a goodly number of your members join as contributing members and send a delegation of at least a carload on this great victory trip and the newspaper men and women of Missouri will never regret their action, and those who go with us will all declare that it is the most enjoyable trip they have ever taken in their lives, and with our good business program carried out as it will be if we are given the proper backing by the newspaper men of this and other states, the business of newspaper-making will be greatly improved in Missouri and every other state in the Union."

TWO EVENTFUL DAYS IN THE HISTORY OF JOURNALISM

The newest in the world's journalism and the oldest in American journalism west of St. Louis had their days at the close of this year's Journalism Week at the University of Missouri, May 5 to 9.

The new had its day Thursday, May 8th, when ground was broken for the first building in the world with possibly one exception to be built for and occupied exclusively by a school of journalism.

The old had its day Friday, May 9th, when exercises were held at New Franklin and Old Franklin, Mo., commemorating the founding one hundred years

Ward A. Neff

Editor of the Daily Drovers Journal of Chicago, and donor of the funds for the new building of the School of Journalism of the University of Missouri.

The late Jay H. Neff

Pioneer editor of the Daily Drovers Telegram, of Kansas City, in whose memory the new building of the School of Journalism of the University of Missouri is given.

ago, of the Missouri Intelligencer and Boon's Lick Advertiser, the first newspaper published west of St. Louis.

The new building of the School of Journalism is given by one of the school's graduates, Ward A. Neff, of the class of 1913. Mr. Neff is now vice-president of the Corn Belt Farm Dailies, and editor of one of the four papers in that chain, the Daily Drovers Journal, of Chicago. He is giving the building as a memorial to his father, the late Jay H. Neff, of Kansas City, founder of the Corn Belt Farm Dailies and driving force of the original paper of the chain, the Daily Drovers Telegram of Kansas City.

The elder Mr. Neff, whose name the building will bear, was a pioneer in the field of market reporting.

He turned from the practice of law to the editing of the old Kansas City Daily Price Current, as the Daily Drovers Telegram was then known. The paper's possibilities expanded as the large packing houses of Kansas City were established, and by adding a condensed general news-service an effort was made to make the publication fill the whole need of the live stock grower for a newspaper. Two other papers in the system are the Daily Drovers Journal-Stockman of Omaha, and the Daily National Live Stock Reporter of East St. Louis.

Features of the new building will be a model printing plant and an auditorium where the day sessions of future Journalism Weeks will be held. The building is to be completed by January 1, 1920. It will be three stories high.

The mechanical plant will be on the "ground floor," which, owing to the nature of the site, is on the ground level in the rear of the building. The plant will consist of composing room, press-room and photo-engraving laboratory. A raised runway along one side will be separated from the work-rooms by a glass partition so that students may observe the operations gone through without getting in the way of the printers.

The auditorium will be on the second floor. On the first floor one wing will be devoted to the library or morgue, while the center of the floor will be given over to the news-room, where assignments are given and stories written.

The centennial exercises Friday were under the auspices of the Missouri Press Association. Members of the association and others attending Journalism Week went by special train first to New Franklin, Mo., and later to Old Franklin, where the first issue

Dedicating the Marker at Old Franklin, Mo.

In honor of the Centennial of the Missouri Intelligencer and Boon's Lick Advertiser, the first newspaper issued west of St. Louis. On the platform (left) Dean Walter Williams of the School of Journalism of the University of Missouri; (right) E. W. Stephens, Chairman of the Centennial Committee of the Missouri Press Association.

of the Missouri Intelligencer and Boon's Lick Advertiser appeared April 23, 1819. The paper was founded by Benjamin Holliday and Nathaniel Patten, and despite enormous obstacles they (and Patten by himself after Holliday dropped out) kept it going there until the Missouri River washed away most of the town, only one of the old buildings being left standing now.

An earnest stand against any abridgement of the freedom of the press as a result of the war was taken by Dean Walter Williams of the School of Journalism in a speech memorializing Holliday and Patten.

At Old Franklin a monument indicating the site of the Intelligencer office was dedicated. The monument was erected by members of the Missouri Press Association.

ILLINOIS PUBLISHERS ADVOCATE NATIONAL BUREAU OF PUBLICITY

The editors of Illinois recently assembled in State Convention at Springfield adopted resolutions petitioning the Congress of the United States upon a matter of the most vital interest to the Nation at this time. Illinois' War Governor, Hon. Frank O. Lowden, who so nobly stood by the Nation and State in the World's War which is now drawing to a close, most aptly said at an address before the Association and members of the Legislature of the State of Illinois:

"The spirit of co-operation and goodwill which has so splendidly been maintained during the World's War and which so nobly carried us on to victory, should now more than ever be maintained in these vital times of reconstruction after the war when above all times, there should be a unity of action and opinion in working out the very best solution of the great problems that confront the world today."

In their resolutions the editors said: "It is in this spirit of co-operation for the welfare of our land that we would petition Congress to pass a law for the establishment of the non-partisan publicity bureau for the handling of all matters of public interest that may be brought out by the different heads of departments of the United States and by the special commissions charged with the responsibility of getting the people together on reconstruction work. We believe as never before that now is the time when there should be unity of action. We believe that such action only can be maintained by going directly to the people of this country and educating them upon the great and pressing needs of work for the reconstruction of our country and the whole world. Unity of action can only be maintained by a Bureau of Publicity untainted with any political bias.

"Therefore, we would suggest that a Bureau of Publicity be established consisting of three members, one member to be appointed by the President of the United States, one member to be appointed by the Majority members of the Senate and the third member to be appointed by the Minority members of the Senate. Such a Board is to handle the work of the Bureau and is to furnish the press of the United Press with a weekly bulletin in the most condensed form covering the needs and activities of the different departments of government. Furthermore, such Board should also have the power to separate news publicity from paid publicity so that the press of the country cannot be imposed upon.

"Said Bureau shall also handle the placing of all necessary paid publicity for the various departments of government and should ascertain prices for the handling of such paid publicity from all the various publications of the United States and get and keep such information in shape so that it can at all times be presented to Congress. The need for such publicity must be apparent to Congress at this time, and there is no power for good, such as would be created by a non-partisan board speaking each week to practically everyone in the United States.

"There is now a vast waste of effort and money in carrying on the publicity work of the country, and it does not meet with the favor of the press on account of its political construction and also because of the vast volume which is coming from all the different sources of activity."

HIGH SCHOOLS TO ENTER NEWSPAPERS IN CONTEST

Many Kansas high schools have announced their intention of entering the annual high school newspaper contest conducted by the department of industrial journalism and printing, Kansas State Agricultural College.

This contest—the second held by the college—is open to all newspapers published in high schools or academies in the state. Four copies of the paper are submitted in each case, and these are judged by practical newspaper men. The contest will close May 15th.

Prizes in the form of handsome wall trophies will be awarded to the schools winning first and second places, while certificates will be given to the schools taking the first five places. The awards are made possible through the generosity of the Central-Topeka Paper Company, Topeka, Kan., the Carpenter Paper Company, Omaha, Neb., and other friends of the college.

A BOOK ON CUTTING AND CREASING FOR PRINTERS

The cutting and creasing of cardboard and paper, as a branch of printing, has had remarkable development and those who would know more about the method would do well to read Robert F. Salade's new book, "How to Make Cutouts." It is a hand-book of practical methods of cutting and creasing for advertising novelties, paper boxes, and the like, on platen, cylinder and rotary presses.

The following headings in the book show the extent to which the subject is treated: Material necessary for making steel dies, kind of furniture used in makeup, the work-table, equipment necessary for a first-class cutting and creasing department, making the model, building a cutting and creasing die, making an odd-shaped cutting die, making a straight-line cutting die, making ready a cutting and creasing form, corking the die form, making ready a steel cutting die, making ready steel die forms on regular platen presses, making ready steel die forms on cylinder presses, printing and cutting and creasing on special rotary presses, embossing and cutting and creasing on standard platen presses, feeding, stripping, additional suggestions. There are several illustrations.

"How to Make Cutouts" is a companion volume to Mr. Salade's other book, "Plate Printing and Die Stamping." The price is $1:10 a copy, postpaid.

PROPOSES HOME FOR NEWSPAPER PERSONS

A movement has been launched to establish for Texas newspaper people a home on the gulf shore of Texas. This movement is being directed by O. P. Gresham, Temple, Tex., who has developed the spirit of association and fraternal fellowship in large degree and who travels around over the state in the promotion of his personal interests as a publisher, thus coming in contact with the craftsmen and knowing their needs and wants.

"It looks bright on both sides," was the sentiment shown by this heavyweight champion of the newspaper world recently, as he detailed the pleasures that would come to the members of the fraternity when a home is established on a big tract of shore line and the man from the interior can come drifting in and pitch his tent in his own grounds, where the gulf breezes blow the purified ozone and where the motor boats lure to the fishing grounds; where a man can pitch his own camp, have his own home as it were to keep down expenses—while he can go to the big house in the evenings, associate with the big, and the wise and the great, who will be spending the evening of life there, and enjoy some of the fruits of the toil that has been given to the community life of the state and county by the aforesaid newspaper persons without limit or stint.

When this home is established on the coast, then every newspaper person will have a latch key to the broad acres of a palatial home, bounded on one side by the earth, on the other by the experiences of all our oldest and most highly skilled craftsmen of the pen and the press.

Speaking of this proposed establishment, the Wichita Times says:

When earth's last paper is printed, and the last tired gray-haired editor has thrown away the stub of his last pencil, he and the last badgered, Jack-of-all-trades reporter will link arms with the last frowsy-headed, weary little copy boy—and the three will head for the gulf coast of Texas to find rest in a home designed for newspaper workers only.

It's a restful, peaceful picture—a home for worn-out, superannuated editors and other newspaper folks; and the picture is being painted swiftly, vigorously, with determination in every stroke of the brush, by committees representing the Texas Press Association and the Texas Editorial Association, according to O. P. Gresham, President.

Mr. Gresham, who in addition to his duties as head of the state editorial association also is chairman of the membership committee of the state press organization and editor of the Knight's of Pythias' Journal, was "rounded up" Saturday afternoon in the office of his old playmate, "Col." Will L. Sargent, and was persuaded to part with a story that will interest every newspaper man in Texas and thousands of other men who appreciate the efforts that have been made by newspapers to develop the state of Texas:

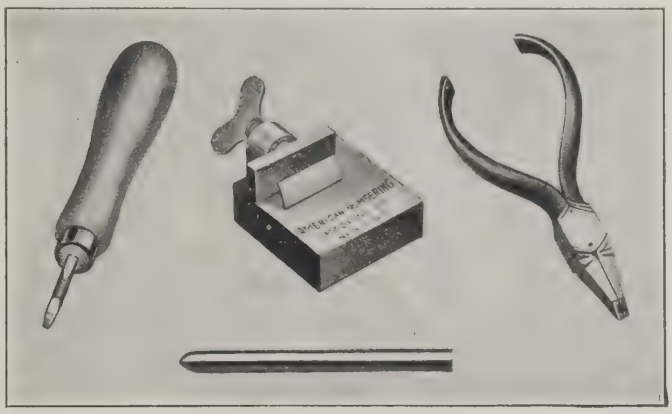
"This plan for a home for old newspaper men was hatched last week at a conference in Quanah between Harry Koch, president of the Texas Press Association, and myself, the conference being in compliance with earnest requests from many members of both associations. As a result of that conference there isn't a doubt in my own mind that sufficient funds will be raised to obtain such a home in the coast country, and also a spot where both associations may convene whenever it is desired.

"When the Texas Press Association convenes at San Antonio June 12, 13 and 14, an interlocking directorate will be named and committees from both associations will lay complete plans for the future. We don't expect the least difficulty in getting a 'pot' big enough to put over the scheme, as many donations already have been made without solicitation. Col. Frank P. Holland has given his check for $1,000. Thomas A. Edison, although not a newspaper man nor even a resident of Texas, has sent a check for a substantial amount, and here in Wichita Falls today I received a check for $1,000 from Edgar P. Haney. Other Wichita Falls citizens also have indicated that when the plans are formulated, they will be glad to show their appreciation of what the newspaper men of Texas have done for this state."

AMERICAN SKIP WHEELS

American Numbering Machines, Models "30" and "31," are so constructed that all parts are interchangeable. Practically all printers are now using numbering machines, but comparatively few of them realize how many different ways they can be used on various numbered jobs. As an illustration; numbering machines can be made to skip any number from 1 to 10.

Skip machines are necessary on certain kinds of work where there are two or more forms to the page to be



Tool Outfit for Inserting and Removing Skip Wheels

numbered consecutively, such as checks. For a check job two forms to the page, two machines may be set up in the form skipping two (one for each check), or, if the check form has a stub, four machines, two sets of machines skipping two. Each machine will then be arranged to skip one number, one machine printing the odd numbers, and the other machine printing the even numbers. The two checks on the first sheet are numbered 1 2; the second sheet 3 4; the third sheet 5 6, etc.

Printers using American Numbering Machines need only insert what is known as "skipping unit wheels" in their machines, one wheel for each machine. The skip wheel is inserted in the place of the regular consecutive unit wheel. After skip wheel job is finished, the skip wheel may be removed and the regular consecutive unit wheel returned to its place, if desired. For a job three on, three machines are required, and of course three skip wheels skipping three. The same thing applies to jobs skipping four, five and six, or any other number up to ten.

The changing over of consecutive Models "30" and "31" to skip machines, becomes a very quick and simple operation by using the American Tool Outfit especially designed for this purpose. No mechanical ability is required, and it is only necessary to remove one screw.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

Established in 1883 as "The Printer and Publisher"

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WILLIAM E. HERBERT - - - - - - Business Manager
E. GEORGE ERTMAN - - - - - - Special Representative

Official Paper of the National Editorial Association
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CHICAGO, ILLINOIS, MAY, 1919

In Chicago the winning of a short strike by milk wagon drivers has caused much comment, and skilled employes in all industries are disposed to consider that where drivers of milk wagons can secure a wage of $35 a week, that they are entitled to advances. An agent of the United States Department of Labor acted as an intermediary and ruled that the drivers were justified in their demand, although the companies had offered $30—an advance of $4 over what had been paid. Commissions are to be added to the new wage scale as they were to the one formerly in existence.

The union scale for compositors in Chicago is $36 a week, and though this amount is higher than that which prevails in the smaller cities of the country, it indicates that the prices of necessities are having wider recognition in the printing trade.

* * *

It is surprising to learn upon visiting other states that printers and publishers are still accepting business upon a basis which was perilous to the successful conduct of their offices in pre-war days. For example in Missouri, some county publishers are charging only $1 a year for weekly papers, and the rate of advertising is at the ridiculously low price of 15 cents an inch. It is strange that with the issuance of all the educational trade literature, the holding of conventions at which costs are discussed, that all printers and publishers everywhere have not adjusted themselves to the new conditions.

Entitled as they are to financial reward on the basis of their contribution to the welfare of society and the advancement of the nation's interest, as well as because of the skill necessary in the art of producing that which conveys intelligence and adds to the ease and facility of the better conduct of business and manufacturing enterprise, the master craftsmen of the graphic industry are denying themselves the privileges which all others advantage themselves of with no hestitation and with the least compunctions of conscience.

The coming months will offer an opportunity for printers and publishers to join others of like vocation in attendance upon conventions of the craft and to engage in discusions upon trade subjects. This season of the year also will offer the advantages of studying one's own business problems. The rush of duties which have engulfed the attention in the hurried production of orders, will have slackened to a sufficient extent to allow the introduction of cost systems, or the more careful study of the lessons to be derived from the showings made by systems of ascertaining costs. It will permit a more earnest consideration of the installation of labor-saving machinery, and the addition of other equipment and material which will allow an increased production of work.

The make-up of newspapers may be improved and other changes made without special difficulty. Business policies of more advanced types may be planned more intelligently and campaigns for the securing of greater revenue may be decided upon with a greater likelihood of securing more satisfactory results than could possibly have been the case in the hurried rush of business which has been characteristic of most offices during the past months.

The time is most opportune for those who think they know more amout the conduct of their printing and publishing businesses than others to consider whether or not they are entirely justified in their belief. This is a suggested program which every reader of the National Printer-Journalist is urged to adopt.

* * *

The Victory Tour to be taken by the members of the N. E. A., an outline of which appears in this edition of the National Printer-Journalist, is one which will provide an amount of enjoyment and an opportunity of securing the educational benefits of travel which is unexcelled in value. This kind of a journey taken by those who are engaged in one branch of art will permit the comparing of notes and the interchange of opinions which, in many instances, will be found to have a pecuniary value considerably greater than the cost of the outlay for transportation and other expenses.

The change from the routine performances of duty will doubtless save bills which might otherwise be rendered for the repair of bodies and minds. The leaving of one's work for a few weeks will furnish the opportunity of not only securing needed rest and relaxation, but will provide the advantage of studying one's problems without vexatious annoyances that crowd in upon a busy printer and publisher while at home.

The printer-publishers of the country owe it to themselves to enjoy something of a celebration of the victory that they have helped to win. It will enable them to return to their places of business much better qualified to help in the great work of making democracy safer for America.

The visit through the neighboring country of Canada will allow the study of economic and governtal conditions which are somewhat different, and will permit the more intelligent interpretation of the movements of the times in the direction of better and more wholesome living for all men everywhere.

The addresses to be heard, as given by men of other cities and other sections of the country, will prove to be not only entertaining but most enlightening. A journey of the length and breadth of the kind referred to will get one out of the rut and will enable him to return to the performance of his duties with new zest and vigor.

Efficiency in the direction of one's particular enterprise will be greatly enhanced and within a few months a financial return will doubtless follow, which will be a most substantial recompense for the taking of so much time away from one's office.

THE FIFTIETH PRESIDENT OF THE CONNECTICUT EDITORIAL ASSOCIATION

MR. O. S. FREEMAN

Mr. O. S. Freeman, President of the Connecticut Editorial Association, may rightly be said to be a born newspaper man, as for more than a quarter of a century he has been in the newspaper business, but is not an old man yet.

He is a native of New York State and until eleven years old lived in the town of Liberty, Sullivan County, when his mother moved to New York City with her two boys and a girl. Mr. Freeman's father, now deceased, was a veteran of the 143rd New York State Volunteers. The children were educated in public and private schools in New York City.

At the age of nineteen, while residing in the upper part of the city, Mr. Freeman entered a law printing house in Nassau Street, where he remained seven years. Travel in the city in those days was principally by horse cars and a friend tells how during the long morning and evening rides to and from his work he read the entire nine volumes of Rollins' Ancient History, which he procured from the public library.

At the age of twenty-five Mr. Freeman married Miss Mary M. Henning, daughter of Joseph L. Henning, a prominent New York business man, and established a home at Passaic, N. J. A little later he resigned from the law printing house and opened what was known as the "Parlor Printing Office" at Passaic, from which, during eighteen years, he issued a carefully edited and well printed weekly paper known as the *Passaic City Record*.

From 1890 to 1900 Mr. and Mrs. Freeman traveled extensively about the United States and Canada, about which he wrote and published many descriptive articles which were finely illustrated with pictures taken by himself. In 1889 he made a trip of "800 miles on an Express Locomotive" in the interest of the Ontario and Western Railroad.

For a number of years, in addition to his work in the law printing house, Mr. Freeman published *Freeman's Monthly Magazine*, which, according to the newspaper directories of those years, enjoyed a liberal circulation.

In 1906 Mr. Freeman was elected the fiftieth president of the New Jersey Editorial Association. For several years he was secretary and treasurer of the Passaic Press Club. After closing out his business in New Jersey he spent some time with his wife and family in the Berkshires in Massachusetts. His only son is now Captain J. L. Freeman, Quartermaster Corps, U. S. Army.

In 1916, Mr. Freeman accepted the position of General Manager and Managing Editor of the Advance Printing and Publishing Company, publishers of the *Thompsonville Press*, at Thompsonville, Conn. Besides being an all-around editor and business manager, Mr. Freeman is a practical printer and when the *Press* lost its linotype operator in the spring of 1918 and the scarcity became acute on account of the war, Mr. Freeman not only attended to his other duties but also, for nine months, did all the linotype work necessary for getting out the *Press*, an eight-page, seven-column home-print paper.

January 25, 1919, the Connecticut Editorial Association elected Mr. Freeman president, succeeding George C. Woodruff of the Litchfield *Enquirer*.

Mr. Freeman's only brother, Samuel J. Freeman, who died in 1914, was also a newspaper man and besides editing a weekly paper in Rockland County, New York was, for thirty-two years, associated with the New York *Observer*.

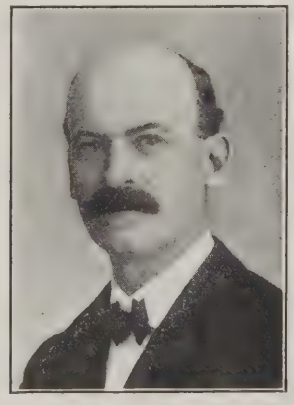
"SOUVENIR" TAYLOR WHO LIKES TO KEEP PEOPLE GOOD NATURED

"Keep Your Memory Green" has always been His Motto, and as a Result His "Remembrances" have had a Remarkably Wide and Catholic Distribution

THIS is about a man who has laid a small fortune upon the altar of Optimism, who doesn't regret it and who is still playing the role of the Prince of Smiles. His name as written in the family Bible is William Harrison Taylor. At the Capitol and to thousands of people about the state of Connecticut he is known as "Souvenir" Taylor.

His sobriquet he has earned by his custom of giving souvenirs to legislators and others, and also by the part he has played in peddling smiles and happiness along the road in a workaday world. St. Patrick's Day, George Washington's Birthday, no matter what the holiday, "Souvenir" has been around with cards or novelties appropriate to the day. His slogan has always been, "Keep your memory green."

"Souvenir" Taylor seems to be a born optimist. He has had his ups and downs during his thirty-five years at the Capitol, where he has been getting out the legislative history and working at various jobs for the state.



MR. WM. H. TAYLOR
Founder of Connecticut Editorial Associetion

But no matter what happened, he always has come along smiling.

Letters of Appreciation

Here is a letter similar to many others that have come to him in appreciation of his smile and his remembrances:

"Dear Taylor:—

"Last Saturday night I arrived home in C—, the first time I had been home since Christmas and that same night the legislative book arrived. I could not tell you how much it pleased me—not the book so much as the thought that you remembered me.

"I sometimes feel that when we go away we pass out of existence to our friends—that they are only interested in us when we are around where they can see us and talk with us every day. The thought hurts me at times, for I believe every man, if he possesses any sentiment, likes to be remembered and hates to be forgotten.

"What a wonderful world it would be if everyone had that "Keep your memory green' motto where they used it daily? I doubt not for every person who has ever thanked you for your thoughtfulness there are hundreds who would miss those little remembrances.

"Some day you will pass out as it is the lot of mankind to pass out and I can mentally hear the eulogies that will be spoken of you. Perhaps I may go first and may be unable to speak mine, but I prefer to tell you now that I never met you when I did not feel better for the smile and the hand-clasp that you gave me. There were times, when I know it was hard to give the smile, but it was always there, and from the day that I first met 'Souvenir' Taylor his name has been associated with sunshine to me.

"You never spoke of religion to me, and I imagine that as far as religion is concerned you stand about as I do—a believer in practical every-day Christianity, a despiser of hypocrisy and a skeptic regarding creeds and empty forms. Billy Sunday has made more noise than any man who ever lived, but, with due respect to him and his work, I believe you have done more good in your quiet way than all the Billy Sundays in the world.

"This is all from the heart. I always wanted to say it and if it is worth anything to you do not discount it on the ground that it is lacking any in sincerity."

His Mission

Mr. Taylor has often been asked why he spends nearly all his money on souvenirs. His answer is simple:

"Everybody has a hobby and spends his money on that hobby. My hobby is passing the good word along. I get a lot of pleasure out of sending a holiday card. I know that card will cheer up the person who receives it. I know that the person I cheer up will go along and give somebody else a warm smile. It works like an endless chain. I like to see people happy. I feel it is my mission in life to help everybody I can to be happy. The letters I get in reply show me that I'm right."

"Souvenir" has hundreds of letters from prominent people all over the country, including presidents, members of the United States Senate and House, presidents of leading colleges and many governors. Ella Wheeler Wilcox many years ago sent him a poem.

Political Enemies Like Him

"Souvenir" is liked even by his political opponents. The "Waterbury American" has referred to him as "an affectionate little cuss." That paper also has said about him: "Taylor, 'Souvenir' Taylor, Keep Your Memory Green,' has become a unique institution and no comparisons are possible in defending or attacking him. He is as much the state flower as he is the mountain laurel."

When the Legislature of 1915 turned down his legislative history on the ground of expense, "Souvenir" showed himself a good loser and just as friendly to those stern Solons as he had been to more liberal Legislatures. The desks of the senators and representatives were decorated with a little brochure from him, in which he said:

"Keep Your Memory Green"

HEARTY THANKS, EVERYBODY.

I'd rather be a Could Be
If I could not be an Are;
For a Could Be is a May Be,
With a chance of touching par.
I'd rather be a Has Been
Than a Might Have Been, by far;
For a Might Have Been has never been,
But a Has Been was once an Are.

I respectfully take this means to extend my heartiest thanks to each and every member of the General Assembly; also the officers, attaches, the press, and all others for the uniform kindness and courtesy shown me during the session. Kindly allow me to add that although I knew for some time an "unfavorable report" was to be made on my "Souvenir" book, nevertheless, I would not be a "quitter," for like my beloved departed friend I believe that "God hates a quitter" and a "kicker," too. The poet expresses my "sentiments" thusly:

"The Quitter."

It's easy to cry that you're beaten—and die:
It's easy to crawfish and crawl;
But to fight and to fight when hope's out of sight—
Why, that's the best game of them all!
And though you came out of each gruelling bout,
All broken and beaten and scarred,
Just have one more try—it's dead easy to die,
It's the keeping-on-living that's hard.

I earnestly hoped I would be successful in my efforts to "Keep Your Memory Green," and trust "next time" I will have "Good Luck." By-the-way, I will not attempt to publish the "Souvenir" by "personal subscription," as I have found, in past sessions, barely a majority "can afford" to subscribe, making the book very incomplete. The "Souvenir" was "first authorized by the State" in order to make it complete. Again extending to you all my heartiest thanks and best wishes, I remain,

Very cordially yours,
For "Auld Lang Syne,"
"SOUVENIR" TAYLOR.

Hartford, Conn., March 31, 1915.

"Keep Your Memory Green."

His advertising stunts to get his legislative history "across" at each session have reflected his smile and his optimism. In these, too, his souvenirs played a part. Here is the way some of his advertising ran:

"Life is not all spice (the souvenir was a small bag of alspice)—"but you will surely get your share of the spice of life if you have your photo and sketch in Taylor's Legislative history and souvenir."

"Take your pick"—(a tooth-pick stuck thorough an attractive folder, giving the names of the various candidates for state offices, etc.)

"That's the kind of hairpin I am"—(A hairpin stuck through a circular letter saying that he always believed in being fair and square.

"Safety First"—(A safety pin stuck through a circular saying "you'll surely be on the safe side if you are represented in Taylor's souvenir.)

"You'll mourn"—(a mourning card)—"if your photo and sketch does not appear in Taylor's Legislative book. I want you to smile by being in the book. Then why mourn when you have the chance to laugh?"

Found Presidential Candidate

In 1888 the papers were unable to find out whether Benjamin Harrison was to be a candidate for President. "Souvenir" Taylor wrote him as a namesake (he being named after President William Henry Harrison) of his urging him to run and adding that he knew Connecticut was for him. Benjamin Harrison promptly acknowledged the receipt of the letter with thanks and said he thought he would be a candidate. This was the first hint that he would run and the next day the papers all over the country printed the letter carried over the wires by the Associated Press, on the first page.

"Souvenir's" Birthday Souvenir

Last year at a testimonial banquet to Comptroller Morris C. Webster, "Souvenir" Taylor was among the gift givers. After a purse of $70 in gold had been given to Mr. Webster, the occasion then being his seventieth birthday, Mr. Taylor presented to the comptroller a purse containing a cent of 1848 ,the year of Mr. Webster's birth, and a cent of 1918, when he was 70 years old.

Asset to State

The Norwich "Bulletin" says of "Souvenir" Taylor: "He has a legislative experience of thirty-five years. He is a real, valuable asset to the state and is among the most valued of men when the Legislature is in session. It is his pleasure, his drink, his smoke, or as he puts it, his "crazed idea" to make life worth living. He is a veritable bureau of information at the Capitol, and if queries are put to legislators concerning legislation in the capitol that they cannot answer the questioners are referred to "Souvenir" Taylor, always courteous and obliging.

Tributes in Verse

Morgan F. Davy editor of the "Windham County Transcript" writes:

My Dearest "Souvenir,"

I'm mighty glad to hear
From you and know you're still upon the map.

LikewiseI do rejoice
Upon the clever choice
You always make of postals. They sure cap

The climax of high art,
I would not want to part
With them if I could never gather more.

Your clippings are au fait.
They always make me gay.
Your correspondence never is a bore.

Just why you should opine
That I was on the Rhine
Or going to the place where dwells the Hun.

Is far beyond my ken;
Although I don't know when
I may begin to load my little gun.
(N. B.—I registered last Thursday.)

But "Be that as it may,"
As Croker used to say;
No pass has yet been pressed upon M. D.

If one should come my way,
Without any delay
I'll send it on to friend, William T.

Accept this little muse
In lieu of other news.
Now I'll return to my corn bread and gravy.

Pray, don't forget us here,
Though you be far or near,
And KEEP THE MEMORY GREEN of
MORGAN DAVY.

THIRTEEN PRINCIPLES AS BASIS FOR LABOR PROGRAM

A statement of principles of industrial relations, prepared with a view to furnishing a basis on which American industry can build a national labor program, was submitted recently to a referendum vote of the membership of the Chamber of Commerce of the United States. The principles, thirteen in number, were prepared by a special committee of the Chamber after a long period of study of the entire subject of industrial relations. They are given as follows:

1. Industrial enterprise, as a source of livelihood for both employer and employe, should be so conducted that due consideration is given to the situation of all persons dependent upon it.

2. The public interest requires adjustment of industrial relations by peaceful methods.

3. Regularity and continuity of employment should be sought to the fullest extent possible and constitute a responsibility resting alike upon employers, wage-earners, and the public.

4. The right of workers to organize is as clearly recognized as that of any other element or part of the community.

5. Industrial harmony and prosperity will be most effectually promoted by adequate representation of the parties in interest. Existing forms of representation should be carefully studied and availed of in so far as they may be found to have merit and are adaptable to the peculiar conditions in the various industries.

6. Whenever agreements are made with respect to industrial relations they should be faithfully observed.

7. Such agreements should contain provision for prompt and final interpretation in the event of controversy regarding meaning or application.

8. Wages should be adjusted with due regard to the purchasing power of the wage and to the right of every man to an opportunity to earn a living at fair wages, to reasonable hours of work and working conditions, to a decent home, and to the enjoyment of proper social conditions.

9. Fixing of a basic day as a device for increasing compensation is a subterfuge that should be condemned.

10. Efficient production in conjunction with adequate wages is essential to successful industry. Arbitrary restriction on output below reasonable standards is harmful to the interests of wage-earners, employers, and the public and should not be permitted. Industry, efficiency and initiative, wherever found, should be encouraged and adequately rewarded, while indolence and indifference should be condemned.

11. Consideration of reduction in wages should not be reached until possibility of reduction of costs in all other directions has been exhausted.

12. Administration of employment and management of labor should be recognized as a distinct and important function of management and accorded its proper responsibility in administrative organization.

13. A system of national employment offices, with due provision for coöperation with existing state and municipal systems, can be made, under efficient management and if conducted with due regard to the equal interests of employers and employes in its proper administration, a most helpful agency, but only if all appointments are made strictly subject to the Civil Service law and rules. Policies governing the conduct of a national system of employment offices should be determined in conjunction with advisory boards—national, state and local—equally representative of employers and employes.

POSTAL DEPARTMENT IN FURTHER RESTRICTIONS

The U. S. Postal Department in communications issued the latter part of April announced further restrictions in the circulation of copies of publications. The following regulations are now in force:

Copies to Advertisers. Only one copy of each issue of a publication containing the advertisement of a person or concern, and of such issues only, may be mailed at the publishers' second-class pound rates of postage to such advertiser on account of and in proof of the insertion of his adverisement. (Sec. 419, P. L. & R.)

Copies to Advertising Agents. When an advertisement is placed by an advertising agent, a copy of the publication containing such advertisement, may be sent for checking purposes at the publishers' second-class pound rates of postage to the advertising agent as well as to the advertiser, but when an agent places two or more advertisements in the same issue, only one copy of said issue can be mailed to him at the pound rate.

Additional Copies.—Advertising contracts to include more than one copy of a publication mailed at the pound rate of postage to prove the insertion of an advertisement, must show that a definite amount, not less than 50 per cent of the regular advertised subscription price is to be paid for the subscriptions that could properly be included in the legitimate list of subscribers, and copies mailed in fulfillment thereof at the publishers' second-class rates of postage. In other words, the clause must show that the subscriptions are paid for in addition to and entirely independent of the amount paid for the advertising. The clause must not only show this fact but it must be bona fide in its operation, that is, the subscriptions must in fact be paid for independently of the amount paid for the advertising.

"KEEP GOING"

Many a publisher is backing himself into a corner these days and asking point blank whether he is deriving as much from his business as he has a right to expect. If he isn't making as much as his needs demand, the publisher begins to look for a chance to sell out. Other industries seem to beckon him to wealth and plenty, and he begins to grow neglectful of his newspaper, and things rapidly go from bad to worse.

That sort of a man wants to hang in front of his desk a huge sign, "Keep Going." Then he should tell himself that if he isn't making enough money it's no one's fault but his own. And that's hitting the nail right on the head.

The first step in securing the right price for your goods is to ask for it. Confidence in your ability to produce quality should inspire you with courage to charge prices in line with you work. Quality always speaks a convincing language—you don't have to argue to sell it.

On the other hand, if competition is troubling you, consider yourself fortunate. Here's your opportunity to show up the other fellow—to make your work so much better that comparison will sell it. Competition is like a sieve. It's a ceaseless, restless process that determines the right of survival. Those unqualified soon fall out—are shaken under, and the man of merit survives.

Face the trial confidently. Reaveal your capacity and ability and you'll soon reap pleasant rewards. There isn't a weakness that won't respond to exercise. Learn yours, and exercise it into a power. And meanwhile—Keep Going.—The Slug.

PROMINENT MEN IN THE JOURNALISTIC WORLD FROM FAR AND NEAR GATHER TO COMPARE THEIR IDEALS AND EXPERIENCES

The beautiful surroundings, the historical associations of the place, the inspiring leadership of Dean Williams, all conspired to quicken the interest of every one attending Journalism Week at Columbia, Mo., May 5-9, and to encourage a higher and nobler conception of his profession.

The discussions and addresses were serious in character and of a well defined and positive purpose.

Journalism Week was opened Monday morning, May 5th, with the Annual Meeting of the Missouri Writers' Guild, whose membership includes 127 novelists, poets and short story writers of the State of Missouri. In the absence of the President, Arthur F. Killick of Kansas

WALTER WILLIAMS
Dean of Journalism

City, Mr. J. Breckenridge Ellis, of Plattsburg, presided. Mr. Jay B. Iden of Kansas City, Mr. Barton W. Currie, editor of "The Country Gentlemen," Mrs. Mabel Hillyer Eastman, Mrs. Mary Woodson Shippey, Mr. Warren E. Comstock and Mrs. Elizabeth E. Milbank spoke at the opening session.

Mr. Currie chose as his subject, "The Three-Stick Masterpiece." He emphasized the importance of taking pains when writing short articles for paper or magazine. He said that the persons who write exceptionally good short articles or paragraphs are rare, the prevailing opinion among writers seeming to be that a brief story need only be dashed off and sent in. He pointed to the fact that Jacob Riis, who was the highest salaried man on the New York Sun, would seldom write more than three or four sticks of matter a day, but his articles were copied all over the world.

Louis Dodge, the St. Louis novelist, spoke at the afternoon session and defended modern literature. He said, "In the course of a hundred years, I believe that some of the books recently produced will be recognized as being, in every respect, as great as 'Don Quixote' and 'Vanity Fair.' I don't believe that today is the day of commercialized rubbish in fiction. Modern books and magazines reflect a creditable art."

At the business session of the Missouri Writers' Guild, the following officers were elected: President, J. Breckenridge Ellis of Plattsburg, First-Vice-President, Miss Laura Schmitz; Second Vice-President, Don D. Patterson; secretary, Floyd C. Shoemaker.

Mr. Fred D. Moffett of "The Kansas City Star" spoke on "Special Feature Writing for the Daily Newspaper," at the morning session Tuesday. Mr. Moffett said, "No one can write feature stories in a hurry and sell them because they must have been human interest. It is necessary that the writer know men before he can make good." Mr. Moffett said that "journalism is the best training possible for any walk of life, but, as a life-work, it was not usually a paying proposition."

Mr. Benjamin S. Herbert, editor of the National Printer-Journalist, spoke on "Typography and Circulation."

A few of the Speakers at Journalism Week at the University of Missouri

Left to right—Fred D. Moffett, in charge of the literary department of the Kansas City Star, who talked on "Special Feature Writing for the Daily Newspaper"; J. E. Darst, formerly of the St. Louis Globe-Democrat, now of the American Paint and Oil Dealer, of St. Louis, who talked on "The News as the Army would have It"; Clair Kenamore, war correspondent of the St Louis Post-Dispatch, who talked on "As the Reporter Sees the News"; Frank W. Rucker, of the Jackson Examiner, Independence, Mo., who talked on "How to Circulate Your Newspaper Among Farmers"; Benjamin S. Herbert, of the National Printer-Journalist, Chicago, who talked on "Typography and Circulation."

One of the most interesting addresses of the day was by Mr. Frank W. Rucker of the Jackson Examiner, a graduate of the School of Journalism, who spoke on "How to Circulate Your Paper Among Farmers." Among other things, Mr. Rucker said:

"Success in circulating the newspaper among the farmers depends on good journalism, good sense and good salesmanship. This problem divides itself into two parts: First, making a paper the farmer wants, and second, selling it.

"The impression used to be that the rural subscriber did not notice points of make-up, composition and errors in English. But such is not the case today. The farmer wants a clean, well-printed newsy sheet, and it will pay the editor of a country paper to do away with the old-time correspondent and hire a real newspaper man.

"The rural man likes to have his news headed up and featured for easy reading, instead of being placed under

a stock head week after week. There are many kinds of news the farmer wants; the county court, the schools, the churches and so on.

"But news is not all that farmers want to read in the paper. There are a number of them who take the paper as much for the store news found in the want ads as for the news proper. One of our best selling talks is in reference to this page of want ads. The farmer also likes to see farm ads and many of them do all their trading through the columns of the paper.

"There are three ways of selling the paper after it is made the way the farmer likes it: Sample copies, circular letters and personal solicitation. These should be combined, but no one method should be used on any prospect. Personality, patience and persistence are the key words to success with the farmer."

Tuesday afternoon, J. E. Darst of the American Paint and Oil Dealer gave a short talk on, "The News as the Army would like to have It." The main complaint, he said, was that the soldiers felt that they were not given enough space in the newspaper accounts.

Clair Kenamore, of the St. Louis Post-Dispatch, spoke on, "As the Reporter sees the News." Mr. Kenamore was a war correspondent in France for over a year.

"The American army was deeply interested in the morale at home. For this reason a press association was established for obtaining and receiving news. The discipline in gathering news was as necessary as the discipline in the army."

"Newspaper Ethics" was the subject of an address before the visitors and students at the Journalism Week program by Robert W. ("Bob") Jones, former city editor of the Columbia Daily Tribune and now professor of journalism at the University of South Dakota. He was graduated from the University with an A. B. degree in 1906 and from the School of Law in 1913.

Extracts from Dr. Jones' address appear on page 228 of this edition of the National Printer-Journalist.

Two profoundly interesting addresses were given Tuesday evening in the University Auditorium by Mrs. May Lamberton-Becker of the New York Evening Post, on, "The Effect of the War upon Books and Reading" and by Gus J. Karger, Washington correspondent of the Cincinnati Times-Star on "Washington Correspondence."

Mr. Karger began his work as Washington correspondent twenty years ago. He has been president of the National Press Club and chairman of the committee of correspondents which regulates the press gallaries.

Wednesday morning the president of the Missouri Press Association, Mr. J. P. Tucker, of Parkville, assumed charge of the meeting.

Mr. J. L. Frazier of the Inland Printer, Chicago, gave the first address of the morning.

Benard Finn of Sarcoxie spoke on, "The Correlation of the District and State Press Associations."

Mr. Finn said that he hoped it would be possible for the district press associations to unite throughout the state. A motion was put before the meeting to this effect. The motion was referred by the president to the resolutions committee.

The Made-in-St. Louis Banquet was held in the Rothwell Gymnasium. Robert W. Woolley, of Washington, a member of the Interstate Commerce Commission, was the chief speaker.

J. L. Frazier, in an illustrated address upon "The Fundamentals of Design as Applied to Newspaper Advertising Display and Job Work," emphasized the importance of typography in the pulling power of advertising. Symmetry, balance, and proper tone effects in type display are essential, Mr. Frazier said, if display matter is to accomplish its end.

Mr. Frazier's slides showed the pleasing effects of proper balance and display, and the east with which good typography is read and understood.

The selection of the right words and sentences for display, Mr. Frazier said, is as important as the proper use of types and borders. Display of the wrong word or words, he pointed out, may confuse the reader and utterly destroy the value of the advertisement.

Mr. Frazier's slides showed interesting comparisons of the right and wrong arrangements of display on advertising matter, and of the right and wrong combinations of type faces, borders and ornaments.

In the afternoon, E. Lansing Ray, president of the St. Louis Globe-Democrat, talked in Switzler Hall on "Reporting from Europe." He told of his nine weeks' trip to Europe, where he went with a party of American war correspondents, returning a few days after the armistice was signed. An idea of the interest aroused in Mr. Ray's address may be gleaned from read ing the following paragraphs:

"We landed in Liverpool on the thirteenth day. That day we had lunch with Lord Northcliffe, Conan Doyle, and Lord Reading, English ambassador to the United States.

"We spent Sunday with the royal family. We met the king, the queen, the king's mother and his daughter. The king is very democratic. He is greatly impressed with baseball. Nothing is too good for Americans in England. This is the spirit which exists from the king and the prime minister to the boy on the front.

"There are no hotels available in France. No one gets over there without a pass. Chauteaux serve as the only hotels in France.

"From Ypres to Belgium is the most terrific scene. Shell holes, trenches and barbed wire make it look like a troubled ocean. We went across the Somme battlefield one and a half miles behind the lines. We went up and down the trenches where the Twenty-seventh and Thirtieth divisions had broken the Hindenburg line. We went to St. Mihiel through the Toul sector."

Another speaker, whose remarks created lively comment, following the session was Dr. Sebastiao Sampaio, Brazilian Consul.

"South America cordially invites the young journalist from the United States," said Dr. Sampaio.

Dr. Sampaio had for fourteen years been editor of the Journal of Commerce, one of the most influential papers in the Republic of Brazil. He is now consul of Brazil at St. Louis. His position well proves what he said concerning the diplomatic and political importance of newspaper men in his country.

Doctor Sampaio spoke of the relations between Brazil and the United States, believing thoroughly in their mutual friendliness. Although Doctor Sampaio has been in this country only one year he speaks our language with surprising fluency.

Iowa College Press Association

The third annual convention of the Iowa College Association was held April 11th and 12th at Colfax and was attended by one hundred college journalists representing fifteen student publications from all over the state of Iowa.

W. Earl Hall of Iowa City, president of the association last year, presided. He was ably assisted by Frank B. Thayer of Iowa City, Harry R. O'Brien of Ames, Marian Colegrove of Fayette, and the directors of the association present.

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

Missouri Press Association Elects Officers

Members of the Missouri Press Association meeting at Columbia, Mo., in connection with Journalism Week at the University of Missouri, elected J. N. Stonebraker, editor of the Carrollton (Mo.) Republican-Record, as president. He succeeds J. P. Tucker of the Parkville (Mo.) Gazette.

Stonebraker started his newspaper work at the type cases of the Cantril (Iowa) Leader in his spare time while going to high school. When he was graduated from high school at the age of 15 he became editor of the Leader for a short time, with the privilege of pulling the Washington hand-press. Later he spent several years in Kansas City and had ambitions to break into the city newspaper game. He was advised, however, to stick to the country field and get an interest in a good newspaper—which he did.

He was elected secretary of the Missouri Press Association in 1916.

Other new officers of the Missouri Press Association are: First vice-president, R. Earle Hodges, Mokane Missourian; second vice-president, W. C. Kapp, Warrensburg Star-Journal; secretary, Lewis Lamkin, Lees Summit Journal; treasurer, Lewis W. Moore, Hume Border Telephone.

Ozark Press Association

Members of the Ozark Press Association will hold their annual convention at Mountain Grove, June 20-21.

Business sessions of the convention will be held between 10 and 12 o'clock in the forenoon and between 2 and 4 o'clock in the afternoon on each day. The remainder of the two days of the convention will be devoted to entertainment.

A. Hilton, traffic manager, United States railroad administration, St. Louis, Mo., has advised President Fear that publishers who desire to attend the meeting can arrange for an advertising contract that will cover the cost of their mileage to and from Mountain Grove to their home city by addressing J. N. Cornatzar, general passenger agent, Frisco, St. Louis, Mo.

Officers of the association are Charles W. Fear, Missouri Trades-Unionist, Joplin, president; W. A. Black, Mirror, Mansfield, vice-president; J. W. Brown, Free Press, Marionville, secretary, and J. W. Jones, Advocate, Verona, treasurer. The executive committee includes the officers and Col. C. L. Woods, Herald, Rolla; B. F. Carney, Chronicle, Crane, and E. B. Roach, Democrat, Carthage.

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Illinois Press Association

The following is a tentative draft of the program for the Fifty-fourth Annual Meeting of the Illinois Press Association, which is to be held June 27th and 28th at Hotel Sherman, Chicago.

Friday A. M., June 27, 1919

Meeting called to order by President S. P. Preston.
Prayer .....Chaplain L. R. Murray, Chicago
Song ..... America
1. County Organization—Discussion led by L. M. Wood, Sumner.
2. Advertising Rates:
   Daily .....W. J. Smith, Waukegan
   Weekly .....Wm. C. Carson, Greenville
3. Our Duty to the Advertiser. J. David Stern, Springfield

—Lunch—

1. Subscription Rates:
   Daily.....Verne E. Joy, Centralia
   Weekly.....Fred B. Blazer, Aledo
2. Cash-in-Advance Subscription. Thomas Howorth, Chester.
3. Foreign Advertising.....Willard E. Carpenter, Lincoln

—Dinner—

Open Forum—Led by A. T. Spivey, East St. Louis.

Saturday, June 28, 1919

1. Printing Office Efficiency. Clarence A. Burner, Normal
2. President's Address .....S. P. Preston, Gillespie
3. Collecting Legal Advertising..Jno. Harrison, Danville

—Afternoon—

1. Cost System.....A. H. Bowman, Evanston
2. Legislation..H. U. Bailey of Princeton and J. M. Page of Jerseyville.
3. Illinois Press Association.....J. E. McClure, Carlinville
4. Business Session.

—Evening—

Banquet—Toastmaster.....C. W. Bliss, Hillsboro
Journalism..Walter Williams, Dean of Journalism, University of Missouri.
Vocational Education..Senator Harold Kessinger, Aurora
U. S. Navy..Secretary of Navy Josephus Daniels, Washington, D. C.

Michigan Press and Printers' Federation

The Michigan Press and Printers' Federation will hold its convention at Grand Rapids June 5, 6 and 7. About 200 delegates are expected.

The first two sessions, Thursday afternoon and Friday morning, will be devoted to a discussion of job printers' problems and the Friday afternoon and Saturday morning sessions will deal with matters of interest to newspaper men.

* * *

Lee H. Bierce, secretary of the Grand Rapids Association of Commerce, will deliver the address of welcome, and Fred Gage of Battle Creek will respond. Arthur E. Southworth, president of the United Typothetae of America, is expected to speak.
be ahead in the end."

A special effort is being made to secure a good attendance of the weekly newspaper publishers of the state at the meeting. To arouse the country editors, W. E.

Blake, publisher of the Mason County Enterprise, Scottsville, president of the weekly section of the federation and also president of the Michigan Rural Press Association, has addressed the following appeal to the country publishers and printers of the state:

"Are you going to stay in the rut forever?

"Next June 5, 6 and 7, at Grand Rapids, Mich., is the annual convention of the Michigan Press and Printers' Federation. Thursday and Friday will be devoted to the job printers' problems; Friday and Saturday forenoon will be taken up with vital topics of interest to the country publisher and printer.

"And you are going to stay at home?

"You can't afford to! We've got one of the most interesting and important professions in the world, and we aren't getting the good out of organization that we should. Nearly every other profession has us backed off the boards for co-operating, eliminating harmful practices and getting together for the betterment of their different trades. And we are supposed to be a little above the average in intelligence! To attend your convention is a business proposition—an investment that you cannot afford to pass up if you expect to get ahead. Get away from your business and get a broader view of things; come out to the convention and bring your problems; you will no doubt hear them discussed. You will return home with renewed enthusiasm for your work.

"I appeal to you publishers to attend. Things cannot be accomplished by your staying at home. Don't say you can't get away. Shut up shop, if necessary; you'll be ahead in the end."

* * *

Eastern Illinois Publishers' Association

The Eastern Illinois Publishers' Association met at Mattoon with a good attendance. The editors were guests of Harry F. Kendall of the Mattoon Journal Gazette at dinner.

Officers elected for the ensuing year are: President, Frank F. Collins, Arcola Record-Harald; vice-president, Harry F. Kendall, Mattoon Journal Gazette; secretary-treasurer, John B. Healy, Arcola Arcolian.

Program Committee—Vice-president and Fred A. Feare, Paris Beacon.

After the regular program there was a lively informal discussion of newspaper problems which was interesting, enjoyable and instructive to all present. The next meeting will be held in Charleston, Ill., the last Friday in July.

Those present were: John B. Healy, Arcolian, Arcola; J. W. Bailey, Clipper, Stewardson; Otto Hipplehouser, Record, Hume; C. E. Helm, News, Hindsboro; Harry Covey, Journal, Kansas; O. L. Minter, Messenger, Oakland; L. T. Yeargin, Ledger, Oakland; H. M. Rigney, Graphic-Clarion, Arthur; C. B. Miller, Review, Brocton; Ben Weir, Courier, Charleston; F. A. Feare, Beacon, Paris; H. F .Kendall, Journal Gazette, Mattoon; Frank F. Collins, Record-Herald.

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New Jersey Women's Press Association

The newly elected officers of the New Jersey Women's Press Association are as follows:

President, Miss Ada Fuller; vice-president, Mrs. Virginia M. Wheat; second vice-president, Miss Rachel McDowell; recording secretory, Miss Josephine Lawrence; corresponding secretary, Miss Jessie C. Owen; treasurer, Mrs. Florence V. Trapwell; auditor, Mrs. Wheat.

Oklahoma Press Association

Mr. E. S. Bronson, secretary-treasurer of the Oklahoma Press Association has announced that the annual outing of the Association will be held May 23rd and 24th at Medicine Park.

Frolicsome pastimes, tending to make the weary editors forget libel suits, delinquent subscribers and other cares, and harken to the days of their youth, will confront the paper-makers when they lock up their shops and hie themselves to Medicine Park.

The big feature of the outing will be a big fishing party in which the editors will make an invasion upon the famous black-bass tribe of Lake Lawtonka. These bass have been living for a number of years in blissful ignorance of the hooks and wiles of fishermen under the protection of the government, but through a special arrangement by Senator J. Elmer Thomas, the newspaper men are to have the first chance at bringing about a reduction in their population. The corporal of the guard of the lake reports that the big pond is well stocked with the finy tribe, judging from the number which have recently been going over the dam.

Other features to attract the editors will be a visit to the national game preserve in the Wichita mountains in Government motor trucks. This trip is expected to be of especial interest, as a new road to the preserve has just been opened through the Wichita mountains. A big motor boat has been installed in Lake Lawtonka, and another one is on the way, to provide aquatic tours. The big, home-like Editors' Club House, with its dance hall, sleeping porches, and facilities for cooking, has the added feature of a brand-new player piano to furnish melodies for the occasion.

As is usual at the summer outings, there will be more pleasure than business, but there will be an informal sort of program, which has been outlined as follows:

In order that the national and state celebrities may be given places on the two-day program at times suitable to themselves, John H. Anderson, association chairman, John Shepler, club house chairman, and Mr. Bronson have prepared a more-or-less informal schedule to be followed, which may be varied at will. As outlined at present, the program will be as follows:

Friday morning, May 23—Address of welcome. Senator J. Elmer Thomas; response, George F. Foster, Wagoner Record; address of president, John H. Anderson, Snyder Democrat; report of secretary-treasurer, E. S. Bronson, El Reno American.

Friday afternoon—Reminiscences, P. P. Dugy, mayor of El Reno; discussion by editors.

Saturday morning—Address, George E. Hosmer, Denver, National Editorial Association; "The Country Press," Ben LaFayette, member state board of affairs.

Saturday afternoon—Election of officers; visit to national game preserve.

* * *

Connecticut Editorial Association

The spring meeting of the Connecticut Editorial Association was held recently in Hartford.

Everett G. Hill read a paper on, "Newspaper Associations of Connecticut." Mr. Hill began his paper with an account of a convention of editors held in New Haven in 1853. Then came the Connecticut Reporters' Association, born at New Haven in 1879, the secrtary of which was Frederic C. Penfield of Hartford, who later became ambassador to Austria. The Connecticut Weekly Press Association came into being in 1888, Mr. Hill said. The name of the organization was changed in 1892 to the Connecticut Editorial Association to conform to the style

of the National Editorial Association. On February 11, 1904, the Daily Newspaper' Association of Connecticut was formed, and then in 1909 the Laurel Club first flowered. The latter is an organization of newspaper men covering the Connecticut legislature.

W. J. Mulligan, spoke on, "Recent Observations in France and Belgium and Welfare Work for Boys Over There."

The members of the association were the guests at luncheon of Major Frank A. Macomber.

The wives of the members were entertained during the afternoon at the home of Mrs. H. B. Hale, wife of the editor of the East Hartford Gazette.

* * *

New President Colorado Editorial Association

Steven A. Crary, owner and publisher of the Lamar News, automatically has become president of the Colorado Editorial Association through the resignation of Charles F . Wadsworth of the Western Newspaper Union, who held that position until recently. The splendid work which Wadsworth was doing and had in mind will be carried out most capably by Mr. Crary because he understood fully the viewpoint of Mr. Wadsworth and is in entire sympathy with the purposes and ideals for which the association is striving. He is able, energetic and full of ambition to make more than good, and when you have those three qualities in a man there is no stopping him.

Mr. Crary has been identified with the association for many years, and his ability has been recognized by the members more than once, he having held many important committee appointments. Mr. Crary, who has had the Lamar News for several years, is young, but more than ordinarily wise for his years.

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Minnesota Short Course

The annual editors' short course was held at the University of Minnesota, May 1 to 3.

A conference between seventy-five newspaper editors and wholesale merchants of Minneapolis and St. Paul is expected to result in state-wide better business.

Quickening of the whole industrial life of Minnesota communities through well-carried-out campaigns of advertising was the plan discussed as the way for Minnesota to meet the reconstruction period.

The editors also had set before them, from the platform and screen, experience of successful newspaper men and principles of the trade, tending both toward the establishment of a regular and profit-making advertising income and the introduction of modern news-presenting methods. J. L. Frazier, associate editor of the Inland Printer, spoke on "Fundamentals of Typography" and M. J. McGowman of the Appleton (Minn.) Press, talked on "Real Cost Finding for Country Print-shops Based on Actual Minnesota Experience." Dean L. D. Coffman of the University of Minnesota spoke on the possibilities of the press as an educational agent. Asa M. Wallace, president of the Minnesota Editorial Association; Mrs. Bess M. Wilson of Redwood Falls, Herman Roe of the Northfield News, V. T. Kiechmeister of Wells and several Twin City wholesale merchants were also speakers.

Friday evening a Minnesota "Bread, Butter and Beef" Banquet was served to the editors by Miss Lola Treat and Miss Lenore Richards, teachers of institutional management in the department of home economics in the state university. President M. L. Burton of the state university, and James Schermerhorn, publisher of the Detroit (Mich.) Times, were the speakers. A. J. Johnson of the Grand Rapids (Mich.) News was the principal speaker at the Friday morning session.

* * *

Texas Press Association

The annual meeting of the Texas Press Association will be held in San Antonio June 2th to 14th. This will be the fortieth annual gathering of newspaper men of Texas. The sessions will be held in the Gunter Hotel and features of the meeting will be a patriotic session of half a day and the presentation of a service flag to the association by Mrs. J. L. Dundrum of Austin on behalf of the girls' canning clubs of Texas. The flag will have a star for each member of the association who served in the war.

Gov. W. P. Hobby will lead a discussion of the question, "Is the Public Office a Public Trust or a Sinecure?" Others who are scheduled to speak on this subject are Lieut. Gov. W. A. Johnson, State Comptroller Harry B. Terrell, Commissioner of Insurance and Banking, George Waverly Briggs, Railroad Commissioner Clarence E. Gilmore, Fish and Game Warden William Green Sterrett of Austin.

The remainder of the program for the convention follows:

Musical selections, Mr. and Mrs. R. T. Craig, Athens Review.

"How I Secure Foreign Advertising," Bufford O. Brown, Vernon Record, and John Hibdom, Pecos Enterprise.

"Taking Wildcat Oil Advertising," George O. Boynton, Hamilton Herald, and W. A. Smith, San Saba News.

"Propaganda Advertising," Dean Will H. Mayer, University School of Journalism, Austin, and John F. Lubben, general manager Galveston News.

"Just Rambling," James H. Lowry, Honey Grove Signal.

Reading, Mrs. Gertrude H. Alkire, San Antonio.

"Putting Needed Jazz Into the State Organization," Arthur Lefevre, Houston Texco Star.

"Zone System of Postage for Publications," Congressman J. J. Mansfield of Ninth Texas district.

Patriotic session, addresses by Hon. R. E. L. Knight of Dallas, Hon. A. P. Barrett of San Antonio and Mrs. J. L. Landrum, Texas Girls' Canning Clubs, Austin.

Presentation of the service flag.

Addresses by Red Cross and Y. M. C. A. members who have been overseas. Music by military band.

Address by commanding officer at Camp Travis.

Musical selection, patriotic, Mr. and Mrs. R. T. Craig, Athens Review.

"Memories," Judd Mortimer Lewis, Houston Post.

"Exchange—Better Fraternal Feeling as a Result," Col. William A. Bowen, Arlington Farm and Fireside.

"The Follow-up System on Subscription Expiration," Sam A. Roberts, Haskell Free Press, and J. W. Harrell, Atlanta Citizen-Journal.

"Getting Rich in the Oil Game," Edgar P. Haney, Wichita Falls Tribune.

"What the Texas Press Association can do for Advertising," O. S. Bruck, vice-president Southwestern Advertising Agency, Dallas.

"Why? Applying to News and Job Stocks," Harry Olmstead, manager Southwestern Paper Company, Dallas.

"Advertising in Texas—Co-operation with Results," W. C. D'Arcy, president D'Arcy Advertising Agency, St. Louis.

"The World's Messenger—The Press," Mrs. J. L. Landrum, Texas Girls' Canning Clubs, Austin.

"A Fish Out of Water, or a Penny Ante," Major N. P. Houx, former publisher Mexia Daily Herald.

"Printing the News as It Happens—Without Hope of Reward," J. O. Boehmer, Eagle Pass News-Guide.

"Advertising Taken from Various Angles," Dr. S. P. Brooks, President Baylar University, Waco.

"The Necessity of Closer Relationship Between State and National Associations," Hon. George E. Hosmer, chairman legislative committee, National Editorial Association, Denver, Colo.

"The Managing Editor," Tom C. Gooch, Dallas Times Herald.

"Legislation—Needed Changes," Lee Satterwhite,president Panhandle Press Association and editor Panhandle Herald.

"Annual Essay," Miss Irene Davidson, College of Industrial Arts, Denton.

"Annual Poem," Miss Margie Neal, Carthage.

"Annual Oration," George Waverley Briggs, Austin.

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Pennsylvania State Editorial Association

Harrisburg, Pa.—The forty-seventh annual meeting of the Pennsylvania State Editorial Association and Associated Dailies of Pennsylvania closed with a banquet at which Governor Sproul was the guest of honor.

The following officers were elected by the Editorial Association:

President, John B. Knepper, publisher Signal-Item, Carnegie; vice-presidents, C. N. Andrews, Easton; John Z. Zook, Lititz; Harry L. Johnston, Altoona; secretary-treasurer, R. P. Hapgood, Bradford; executive committee, J. H. Zerbey, Pottsville; A. B. Schropp, Lebanon; D. R. Thompson, Carlisle; G. Ross Eshelman, Lancaster; Oliver D. Schock, Hamburg; W. A. McClean, Gettysburg.

The Pennslyvania Weekly Newspaper Association, which met at the same time, elected the following officers:

President, George W. Wagenseller Middleburgh Post; Charles M. Coles, Lykens, vice-president; Hodward Reynolds, Quarryville, secretary-treasurer; executive committee, C. H. Bressler, Lock Haven; R. W. Page, Philadelphia; George J. Campbell, Pittsburgh; Harry E. Ziegler, Herndon, and John G. Zook, Lititz.

A committee on resolutions appointed included Howard A. Page, Philadelphia; R. M. Barton, Duncannon, and Fred Newell, Canton. On the auditing committee are Howard Reynolds, Quarryville; John G. Zook, Lititz, and Howard E. Ziegler, Herndon.

During the afternoon interesting addresses were made by Harry L. Johnston of the Altoona Mirror, J. H. Zerbey of Pottsville and George L. Campbell of Pittsburgh. Three new members were elected by the Association of Weeklies as follows: I. C. Mitchell, Juniata Tribune, Mifflintown; Silas E. Bard, Denver Press, and W. A. Cake, Terre Hill Times.

Special attention was devoted by the editors to pending state legislation affecting newspapers, there being a number of bills of such nature now before the lawmakers. The members were also urged by their officers to increase advertising rates to at least three cents net per agate line, or 42 cents per inch after agents' commissions are paid and cash discounts deducted.

* * *

Western New York Publishers' Association

The annual election of officers of the Western New York Publishers' Association was held recently in Rochester.

M. V. Atwood spoke at the morning session, bringing the greetings of the Central New York Press Association, and informing the members of the work accomplished by the publishers in the central district of the state. After lunch Harry F. Atwood of Chicago addressed the publishers on "Our Constitution—the Antidote for Bolshevism." James J. Dadd of the Harry Goodwin Agency, discussed "Advertising," with special reference to weekly newspapers.

President DuBois named the following executive committee: E. M. Perkins of the LeRoy Gazette-News, M. R. Scott of the Geneseo Republican and Guy Comfort of the Perry Herald. On the invitation of Charles H. Betts, the next meeting of the association will be held at Lyons in July. Editor Betts recently installed the Republican in a new home and has a modern plant in every respect.

The following officers were elected: John E. DuBois, publisher of the Newark Union-Gazette, was elected president; Carl G. Clarke of the Perry Record, vice-president, and J. D. Pollard of the Seneca Falls Courier-Journal, re-elected secretary and treasurer.

The executive committe of the New York State Press Association held a meeting at the same time and Charles H. Betts outlined some of the plans for the coming meeting, which will be held at Saratoga on June 25, 26 and 27. Arrangements have been made to have the New York Associated Dailies and the New York Republican Editorial Association meet at the same time at Saratoga, and, in point of numbers, the coming convention will be the largest held in many years. Chancellor James W. Day and Col. George W. Harvey have already been secured to speak at the banquet and the committee is also arranging for another nationally known speaker to complete the program.

The business sessions will be addressed by specialists in advertising and by publishers, giving ideas how to make better and more prosperous newspapers. Saratoga is famous as a convention city and the entertainment side of the meeting will round out a very tempting program for the three days' session.

Will O. Greene of the Fairport Mail, P. A. Blossom of the Brockport Republic and Charles H. Betts of the Lyons Republican will take care of the program for the July meeting.

* * *

Panhandle Press Association

A two-day convention of the Panhandle Press Association was held recently in celebration of the tenth anniversary of the association.

Most of the first day's session was given over to the discussion of problems facing the newspaper men today. The editors expressed apprehension at the apparent shortage of apprentice printers and adopted a resolution urging the establishment of a course in the mechanics of printing in the manual training department of the high schools and in the colleges and universities. The association also expressed itself as strongly in favor of the proposed $75,000,000 state road bond issue and adopted a resolution indorsing that project.

The visitors were tendered a luncheon at Hotel Bailey by the local press and were taken for a ride over the oil fields of Willbarger county. Part of the time was also devoted to a trip to the oil fields of Wichita County.

One of the features of the meeting was the very interesting and comprehensive history of newspaperdom in the Panhandle of Texas given by Miss Laura V. Hamner, postmistress at Vernon. Those who heard it declared it one of the most complete and best reviews of the papers of the Panhandle country ever prepared.

The following officers were elected: B. O. Brown, of the Vernon Record, president; J. W. Cheney of Amarillo, vice-president; Sam M. Braswell of the Clarendon News, re-elected secretary-treasurer.

The next meeting place will be Amarillo.

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Meetings were held Friday afternoon and evening and Saturday forenoon and afternoon, with a banquet and ball in the evening. The beautiful rooms and surroundings and conveniences of the Hotel Colfax made this convention unique. Nothing was near to distract attention from the meetings, and all present gave the different numbers their close attention.

Among those speaking were Lee A. White, editorial secretary of the Detroit News; Senator Caswell, field secretary of the State Press Association; J. F. Snively, business manager of the Des Moines News, and W. H. Powell, editor of the Ottumwa Courier.

The students also heard Harry T. O'Brien, Iowa State College; Frank B. Thayer, University of Iowa, and D. D. Griffith, Grinnell College.

The committee to nominate and report names of officers for the next year, made report at the banquet Saturday evening, as follows:

For President—F. M. Russell, of Ames; Vice-president—R. E. Overholser, S. U. I.; Secretary-Treasurer—Ed. Drummond, of Cornell.

Directors—D. D. Griffith of Grinnell, Harold Morris of Simpson College, A. L. Lindahl of Drake University, M. L. Methfessel of Iowa State Teachers' College.

* * *

Massachusetts Press Association

George W. Coleman, a former member of the Boston city council, and active for many years in progressive movements, was the chief speaker at the meeting of the Massachusetts Press Association, on Monday, May 12th. The meeting was held at the United States Hotel in Boston, as usual, and President Ernest H. Pierce presided at the meeting which followed luncheon.

Other speakers were C. S. Freeman, editor of the Press of Thompson, Conn., and president of the Connecticut Editorial Association; Mayor Charles H. Adams, of Melrose; and Dr. A. E. Winship, of Somerville, editor of the Journal of Education, who has just returned from the 50th trip to the Pacific Coast.

John C. Brimblecom reported on the plans for the convention of the National Editorial Association in July and August, with an accompanying trip through the Canadian Northwest, and it was stated that several members of this association would attend. The association voted to invite the national association to hold its convention in Boston in 1920 and it is understood that there is a strong probability that this will come to pass.

It was the sense of the association that a summer outing be held and the president was given full power to make plans, backed by the financial endorsement of the association.

The election of officers resulted as follows: President, Ernest H. Pierce, Revere Journal; vice-president, Lemuel C. Hall, Wareham Courier; Gardner E. Campbell, Wakefield Item; Alexander Starbuck, Waltham Free Press-Tribune; secretary, William J. Heffernan, Spencer Leader; treasurer, John Temperley, Newton Town Crier; auditor, J. Lee Robinson, Cambridge Tribune; historian, Alexander Starbuck, Waltham.

The new committees are: Legislative, John C. Brimblecom, Newton Graphic; Leon M. Conwell, Somerville Journal; Lemuel C. Hall, Wareham Courier; membership, Gardner E. Campbell, Wakefield; Herbert E. Emerson, Winthrop Sun; George W. Southworth, Needham Chronicle; grievance, T. Leavitt, Dorchester Beacon; W. D. Allen, Brookline Townsman; I. M. Marshall, Manchester Cricket; press agent, J. Lee Robinson, Cambridge.

The fiftieth anniversary of the association will be fittingly observed at an early date.

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Oregon Newspaper Conference

At a meeting held at Eugene, May 3rd, Oregon editors and publishers and the journalism department of the University of Oregan have united and formed the Oregon Newspaper Conference.

This association succeeds the Willamette Valley Editorial Association and its activities will not be confined to any one section but will embrace the entire state.

The programs were worked out by the school of journalism for the purpose of taking up subjects of vital interest and getting definite results. The entire first day was devoted to advertising, with the topic discussed from many angles.

The subject of advertising rates was discussed and it was the sense of the meeting that the charges by the smaller dailies are entirely too low.

The second day of the conference was given over to a consideration of job work. A considerable number of the publishers admitted that they were losing money on part of their job work, but were unable to tell exactly where. A system of cost-finding worked out by the school of journalism was recommended for use by all.

The following officers were elected: President, S. C. Morton, St. Helens Mist; vice-president, C. W. Robley, Oregon City Courier; secretary-treasurer, Elbert Bede, Cottage Sentinel; chairman of program committee, Eric W. Allen, dean of the school of journalism, University of Oregon.

The next annual session will be held in January.

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Canadian Press Association

The annual meeting of the Saskatchewan Division of the Canadian Press Association was held May 3rd in Toronto.

A short course in journalism for editors attending the convention was one of the unique features of the conference. One of the chief speakers at the short course was Professor Kirkwood of the University. Another prominent speaker will be Hon. C. A. Dunning, Provincial Treasurer of Saskatchewan, and Minister of Agriculture. His subject will be, "Co-operation as Applied to the Newspaper Business."

The special committee of the Daily Section of the Canadian Press Association charged with the task of arranging an "Advertising Advertising" campaign, has made substantial progress and it is understood the campaign will be conducted through one of the recognized advertising agents.

Plans for the forthcoming annual meeting of the Canadian Press Association, to be held in Toronto on June 5th and 6th, are progressing satisfactorily.

Among the features of the meetings will be a series of conferences between the various sections of the association and representatives of the Association of Advertising Agents. Several notable speakers have been invited to take part in the program on editorial night, and among the acceptances is one from J. W. Dafoe, editor of the Winnipeg Free Press, who represented the Canadian Associated Press during the peace conference at Paris.

* * *

Northwest Daily Press Association

A meeting of the Northwest Daily Press Association

was held April 9th, at the Hotel Radisson, in Minneapolis. Those present were Fred Scilpin, St. Cloud Times; E. M. LaFond, Little Falls Transcript; W. H. Darby, Owatonna People's Press; Howard Bratton, Faribault Daily News; Frank A. Day, Fairmont Sentinel; W. E. McKenzie, Crookston Times; H. F. Klausen, Mankato Review; L. S. Whitcomb, Albert Lea Tribune.

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Susquehanna Valley Press Association

The Annual Meeting of the Susquehanna Valley Press Association was held at the Sidney, N. Y., April 5th, and was largely attended.

Papers were read by Arthur Bird of the Sidney Record on the "Zone Postage Law," by E. E. Carpenter of the Morris Chronicle on Legal Advertising," and B. W. Russell of Windsor on, "The Delinquent Subscriber," each of which was followed by free discussion.

The publishers favored the present zone system, and voted to instruct their senators and representatives in congress to vote against the repeal of the bill. Incidentally, with one exception, all editors present on a straw vote favored the national prohibition amendment. The entertainment afforded the visitors embraced a luncheon given by the Sidney Chamber of Commerce, and visits to the plants of the Kayser Silk Glove Company and the Hatfield Motor Company.

H. W. Lee of Oneata is president of the association, George T. Eveland of Franklin vice-president and Charles D. Pendell of Afton secretary-treasurer. The next meeting will be held in Oneata in the fall. The resolutions adopted by the association are as follows.

The Susquehanna Valley Press Association, in convention assembled at Sidney, N. Y., Saturday, April 5, 1919, unanimously passed the following preamble and resolution:

Whereas, At the peace conference in Paris eminent legal talent is now engaged in framing the covenant of the league of nations, we as an association, heartily approve of any international covenant that will prevent all future conflicts between the nations; we, however, maintain that American rights shall be protected and embodied in such covenant. Therefore, be it and it is hereby

Resolved, That the Monroe doctrine should be safeguarded in such covenant, and that the indiscriminate importation of foreign labor into this country shall not be permitted by such covenant of said league of nations.

* * *

Georgia Press Association

The annual meeting of the Georgia Press Association will be held in Monroe, July 15-16. Plans were discussed at a meeting held in Atlanta recently.

Two speakers from outside the State were on the program, one speaking on journalism and the other on advertising. The editors attending the session were: Paul T. Harber, Commerce; C. E. Benns, Butler; H. H. Stanley, Atlanta; W. Trox Bankston, West Point; Ralph Meeks, Carrollton; Ernest Camp, Monroe, all members of the executive committee; and Jack L. Patterson, Covington; P. T. McCutcheon, Franklin, and G. S. Chapman, Sandersville.

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Golden Belt Editorial Conference

Methods of meeting increased costs of material and labor were discussed at the meeting of the Golden Belt Editorial Conference held at Hays last Saturday.

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Republican Valley Press Association

A meeting of the Republican Valley Press Association was held May 6th at McCook, at which forty newspapers of southwest Nebraska were represented.

The editors held a forenoon get-together session in charge of C. W. Barnes, editor of the McCook Republican, and at noon were the guests of the Commercial Club at the Palmer house. The afternoon session opened with an address of welcome by F. M. Kimmell, editor of the McCook Tribune, and was devoted to business, election of officers, and addresses by Will C. Israel of the Havelock Post, president of the Nebraska Press Association; O. O. Buck of the Harvard Courier, state field secretary; Arthur Thomas, secretary of the Omaha Chamber of Commerce, and Floyd Mattson of the War Savings Stamp Division, Omaha.

The address of O. O. Buck on "Better Business Methods in the Newspaper Office," was unusually interesting, and demonstrated his fitness for the position he holds.

The following were the officers elected: Harry Vaughan of the Guide Rock Signal, president; Elbert L. Taylor of the Trenton Republican-Leader, vice-president, and W. D. Edson of the Red Cloud Argus, secretary-treasurer.

The next meeting will be held at Imperial, Neb.

Woman's Press Club of Indiana

At a recent meeting of the Woman's Press Club of Indiana, held at Indianapolis, the following officers were elected: Mrs. William Herschell of Indianapolis, president; Mrs. Sara Messing Stern of Terre Haute, first vice-president; Mrs. Etta Craven Hogate of Danville, second vice-president, Mrs. William T. Dobson of Indianapolis, third vice-president; Miss Myrtle Griffin of Spencer, secretary; Miss Florence Herz of Indianapolis, corresponding secretary; Mrs. O. I. Demaree of Franklin, treasurer; Mrs. Mindwell Crampton Wilson of Delphi, historian; Mrs. Edward Franklin White of Indianapolis, auditor.

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Massachusetts Press Association

The April meeting of the Massachusetts Press Association held on the 14th at the United States Hotel in Boston was made especially interesting by the fact that the principal guest was Frank P. Sibley, of the Boston Globe, who accompanied the 26th Division (Yankee Division) to France. Mr. Sibley spent one-half of an hour speaking and answering questions. He criticised very severely the system of censorship of news, saying that "it was conducted by men who were not gentlemen and who did not know gentlemen." He proposed that there be inaugurated a system of universal training for all boys and girls, between the period of high school and college.

Some could be given military training, others training in building roads, telephony, mining, transport work, forestry, munitions—in fact, in some branch of work which is needed in time of war; then, in case of war, we should have an almost unlimited force ready to do the multitudinous things necessary, without such a waste of time in training them. This would give the boy or girl the opportunity of speaking of "my country" because they would have learned that the chief motive in life was not to get a lot of money in the easiest possible way, but to close each day with the satisfaction that they had put more into the world than was there when they started work in the morning.

The association adopted a tribute to its follow member and former secretary, Charles S. Parker, who has just completed eighty years of active life and forty-five years as editor of the Arlington Advocate and the Lexington Minuteman.

The association hopes to conduct a membership campaign and the president appointed a committee of two to work out of the plans.

John C. Brimblecom, the association's active representative in the N. ff. A., gave information concerning that organization's past and prospective work in Washington and also the annual meeting to be held next summer in the Canadian Northwest.

* * *

Connecticut Editorial Association

The Spring meeting of the Connecticut Editorial Association was held at the Hotel Garde on Saturday, April 19th. At 1 o'clock the members of the association with their wives were guests at luncheon of Frank G. Macomber, late of the Hartford Globe. Thirty were present. The business meeting was called to order at 2:15, President Freeman in the chair. Minutes of last meeting were ordered accepted as printed. F. B. Dalton of the Danbury News and L. R. Barker of the Hartford Post were admitted to membership in the association. It was moved that the president appoint a committee of two to draw up suitable resolutions on the death of George W. Flint, recently of the Danbury News and a member of the association for many years. The president appointed E. G. Hill and O. S. Freeman. The president was authorized to appoint delegates to the National Convention and later made the following appointments: Delegates, George C. Woodruff, H. B. Gale, O. S. Freeman; alternates, C. M. Scholey, E. H. Crosby and W. C. Sharpe. Fred W. Lyon of the Milford Citizen submitted correspondence which he had had with the U. S. Railroad Administration in regard to railroad advertising, showing that railroad advertising for this section is at present given out by C. M. Burt, 143 Liberty Street, New York City. The secretary was directed to write a letter to Mr. Burt, calling the attention of the desirability of space in the Connecticut newspapers for this publicity.

A vote of thanks was extended to Major Macomber for his courtesy in furnishing the luncheon to the party and also to Walter S. Garde of the Garde Hotel for his personal oversight of all arrangements at the hotel. A vote of thanks was given the Hartford Auto Club for the kindness in furnishing automobiles for the ride about the city and to H. C. Parsons, manager of Parsons Theatre for fifteen free tickets to the theatre. E. G. Hill mentioned the interest which "Souvenir Taylor" had taken in the paper which Mr. Hill presented and felt that the association should recognie Mr. Taylor's aid and assistance by a vote of thanks. Such vote was passed and Mr. Hill was directed to so inform Mr. Taylor.

Mr. Macomber gave a heart-to-heart talk on the Liberty Loan and especially spoke of his work with the newspapers in Connecticut and the great amount of publicity which had been carried in the various Connecticut papers.

"Newspaper Associations in Connecticut" was the subject of a very interesting paper by Everett G. Hill of the Hartford Times. This paper showed much research work and was most cordially listened to by all present. After Mr. Hill had finished his paper the association voted that it be printed in full and a copy sent to each newspaper in Connecticut.

William J. Mulligan of the Thompsonville Press had a very interesting talk on "observations in France and Belgium," with special reference to the work of the Knights of Columbus. A vote of thanks was extended Mr. Mulligan for his talk.

At 4:30 the party were taken for an automobile ride about Hartford as the guests of the Hartford Auto Club, and on the return at 5:30 a round table talk was held which was participated in by all members present. Dinner was served at 6:30 and the party then adjourned to Parsons Theatre where they were the guests of Mr. Parsons at the performance of Penrod. The ladies, in the afternoon, were very delightfully entertained by Mrs. H. B. Hale at her home in East Hartford and eleven of the party remained in Hartford over night, accepting the hospitality of Mr. Walter S. Garde for lodging and breakfast at the Hotel Garde, thus closing a very successful meeting in the history of the association.

CLEVELAND PRESSMEN TO HEAR LECTURE ON MECHANICAL FEEDERS

The Miller Saw-Trimmer Company of Pittsburgh, has accepted an invitation from the Cleveland Printing Pressmen's Union, No. 56, through their Secretary, Mr. Eugene St. John, to have a representative address the members of the School of Presswork on the evening of May 29th on the subject, "Mechanical Construction, Erection and Adjustment of Miller Feeders."

The meeting will be addressed by Mr. Walter H. Smith, Vice-President. A general discussion will take place immediately following the address, after which the company's interesting motion pictures will be shown and described by Mr. Theo. R. Foster, Special Sales Representative and Mr. D. J. Burns, Ohio Sales Representative with headquarters in Cleveland.

There will also be shown in operation under printshop conditions, Miller Feeders, sizes 10 x 15 and 12 x 18, attached to C. & P. Presses, a Miller Universal Saw-Trimmer with router and jig saw attachment and a Miller Printers' Bench Saw. Two competent erectors will demonstrate the simplicity and ease of operation of these money-making machines for the printer.

As the meeting will be of more than usual interest to the printing fraternity, an invitation to be present has been extended to all employing printers in the Cleveland district by Mr. St. John, Secretary of the Cleveland Pressmen's Union, No. 56, and a big attendance is anticipated.

The meeting will be held in the large assembly room of the Chandler & Price Co., whose representatives are also co-operating to insure the meeting being not only interesting but also one of the most educating ever held in Cleveland.

N. E. A. PROGRAM AND ITINERARY NEARLY COMPLETE

By George Schlosser, Secretary

The entertainment program and itinerary arranged for the meeting of the National Editorial Association on the Pacific Northwest Coast is now nearly completed and should be ready for circulation early in June. The preliminary announcement published in a recent issue of your paper is fully verified and while I could go on and give your readers a glowing account of the pleasure to be provided all along the route, covering more than 8,000 miles by land and sea, I hesitate in doing so because the many features of entertainment are so varied, that my taste might lead me to speak particularly of some features appealing to me, while other features, much more entertaining to others would be entirely overlooked. Speaking generally, however, I am ready to stake my standing among the newspaper men of this

country whom I have met in years past, that there has never been planned so extensive and generous an outing as the one this year.

The guaranteed reservations to date are sufficient to assure one of the most successful meetings every planned, and are of such a wide range as to encourage me to believe that before our date of departure we will be turning down deserving applicants because of our inability to handle all who may come at the last moment. In brief, our party has been limited in numbers and those who do not register early may find the quota filled when it is too late to take care of them. More than 50 per cent of our total is already listed, with a deposit of $25 per person, thus absolutely assuring their attendance, sickness not interfering.

Not taking into account the two days respectively spent in Portland, Seattle and Victoria, we will be "wined and dined" on an average of three times daily. We will enjoy every known comfort while on the trip and served with more real pleasure, without a care of any kind, than any newspaper man in American has ever before enjoyed in such a short time. All features of entertainment are being strengthened by the various committees in charge, and they are vieing with one another to "do their darndest" for the best bunch of boosters in America.

I do not therefore hesitate in saying to the brethren of the press that they are making no mistake in attending the forthcoming meeting of the N. E. A.

The final circular to be issued in early June will give the detailed information so generally spoken of here. This information will be mailed to every person already registered and to all who have expressed a desire to know more about the meeting and itinerary. However, if the reader is interested it will be well to look into this matter before the last or final call, because of the limit that has been placed on our numbers, owing to the inability to secure the desired equipment, and we are not going to be inconvenienced or crowded in our movement. Our train will be "special" and consist of the finest equipment to be had. Every person on the train will enjoy all the comforts of home. I will be glad now, or at any time, to answer any inquiries of a specific nature and to that end invite correspondence.

Wessington Springs, S. D.

NEW YORK PUBLISHER EXPRESSES SATISFACTION

Lyons, N. Y., May 5, 1919.

National Printer-Journalist, Chicago, Ill.

My Dear Mr. Herbert:

. . . I am a well satisfied subscriber to your magaine and could not get along without it. One of the splendid features of the journal is the printing of addresses given before the N. E. A. and the next best thing to attending the convention is to read the reports of what happened.

Fraternally,

(Signed C. H. BETTS,

Editor, The Lyons Republican.

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NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SEVEN CHICAGO, ILLINOIS, JUNE, 1919 NUMBER SIX

"WHAT I THINK OF MY BOSS"

[The enthusiast for system and the orderly conduct of things is always subject to criticism and raillery. When a shop is over-systematized it is in no better condition so far as practical results (producing returns upon the investment) are concerned than the loosely managed, shiftlessly conducted establishment. There is a happy medium attainable and the printer employee-author of this article (which originally appeared in that most practical and useful of all business papers—"System") throws an interesting sidelight upon conditions in one plant.]

When I was out of work and needed a job, I did as all printers do, "went the rounds." There was not much doing in the shops. One big printing house was always advertising for more men, but somehow their very bigness kept me from applying for a job with them. Well, one day I "struck them" and to my surprise was shown more courtesy than most print shops seem to have. They have a regular employment department, asked me to fill out an application blank, and acted for all the world as though they were just hungry to give me a job.

In less than twenty minutes I was all signed up and sent to the foreman. He looked over my application, asked me a few questions, assigned me an "alley," found me a "stick," and then turned me over to an assistant who would answer all my questions and set me to work. The foreman had given me a card of rules for "style," but the assistant took them away, gave me another set, telling me that the one I had was out of date. It seems that the rule card was a part of their system.

While I was busy studying the card a very well-dressed, mysterious man came up and said "follow me." He took me into a little den, asked me a few questions, but not a word about my past experience.

You see, it's like this. There are as many kinds of printers as there are kinds of baseball players, but whether or not I was a catcher, pitcher, or baseman he did not inquire, but he told me all about their system, how each job was standardized by a time requirement. If I did it in 75% of the time stated I'd get my 59 cents an hour and no questions asked. If I beat the standard, on an average of a number of jobs, I was to receive a bonus which was all worked out in percentages.

It sounded mighty good. All I had to do was to follow the rules, work hard, keep clean, be square, do my duty, and the system would do the rest. I'd be nicely taken care of, and so on. Of course, like most printers I'd always felt that I had "stuff" in me and could do better work than I'd ever done before, if I only had the chance, and in this place it looked as though the sky was the limit and, as I said before, it seemed to be the chance of my young life.

I forgot to mention the fact that I asked the efficiency man if he were a printer and he said "no." So I told him of a certain peculiar ability that I had in certain lines of work, and he said he was glad to hear about it, and he said he would "take the matter up" with somebody—which he never did, so far as I ever heard. As a fact, the work that they gave me I could do fairly well, but there were other kinds of work which I could do very much better, but it has never been "taken up" to this day.

My first page went all wrong. A superintendent was present when they were calling me down. He said I should follow the card. Then I went and got my card and showed him that I had done so. Then he said it was on the other card. That was the one which the assistant foreman had torn up because it was out of date. Later I found out that there was no one card that was right.

I became troubled—nervous. How I came to hang on was always a mystery to me, but I did. I guess if I had not needed the money so bad, or had known where there was another job, I'd have quit.

After a while I learned that after a time a new man wou'd get on to their way of doing things, if he hung on long enough and was not fired. The system was supposed to supply the information which in other shops one gets from the foreman, but in this case the most of the information which I received was from the other boys in the office.

WHAT IS THE MATTER WITH THE METHOD?

Mind you, I'm not finding any fault with the system or the big boss. He is a mighty fine man. Gradually I have learned to appreciate the value of the system, but more by what it will do than by what the system man told me. Fundamentally I believe it is right and fair, but too often it does not seem to apply to a particular job. One man had a two-hour page yesterday which he told me could not be done in four. As for myself, I never pay any attention to the hours marked on the pages, but go ahead and do the best I know how. I've heard some of the other boys beg for an easy page to make up their lost time on hard pages.

Our foreman sever speaks about the system. He is a decent chap and consoles the boys by telling them how hard he had to work when he was on the "case."

One day I was talking with a man who knows more than I do about the printing business and he told me that our system required more overhead expense than the old way of doing things. You see, there are a good many departments with officers in charge of each—more than I ever heard of before. Each has his own work to look after and seems to be all alone; but it seems to me there is no one real center, because everybody blames everybody else when anything goes wrong.

Mind you, there is a whole lot of good in our system, but how I wish the big boss would take all the strings into his own hands and hold them tight till they worked and pulled together.

Many a good man has come to us and gone because he had not the patience to stick it out or because he was fired before he had had time to learn our system. You see it's hard to teach old dogs new tricks.

After a while I learned why our house was always advertising for men. They have plenty of work but are always short of good help because the system does not take the right sort of care of the time when the new men are learning. I've known them to "fire" a good man in two days when it takes two weeks for any man to learn our system.

One day I overheard one of the office men say that it costs the firm $46.79 to hire a new man. This runs into a good deal of money in a year, as almost every day a man meets a quitter on the stairs.

The employment department sifts out the bums and most of the new men want work and are willing to work hard.

A GOOD PLAN—BUT NOT GOOD FOR THE MEN

I hope the big boss reads this. If he finds me out I may lose my job, but I guess not, as it is done really for his good but I surely would get in bad if I went to him. At least I think so. If he will only make his system do its duty I will be paid, and as he reads *System*, I hope he will see this letter. As I see it, when a system is put in it takes a pretty strong hand to make it work.

Of course most of the boys laugh at our system and make fun of it, and when anything goes wrong they say it is the fau't of the system, but that is not the fact. It's intended to be fair, but our foreman doesn't like it, the superintendents only consider it in so far as it limits their responsibility, and most everybody is striving to get the work out.

I've never heard a good word in favor of our system except from the systematizer, and ours is no little squirt-gun shop. We are one of the biggest in America. I'm proud of my work and my firm. I'm no sorehead, not on your life. I like our system because it's a good deal better than the old way of doing things and I always feel sure of my job because somehow I feel that the system protects me against some of the jealousy which keeps one guessing in other shops and always in fear of losing his job; but how much better it would be if it were sort of humanized and made to work more largely in favor of the men, especially the new men.

That was the big point which our expert brought out. The benefit to the men. But even while it does them good, and gives a good man a better chance in the end, the point I am trying to make is that there is lacking any spirit of co-operation and the men don't seem to appreciate it right. And after all, what does anyone care about something that he knows nothing about or that he doesn't understand at all?

Please print this in red or in full-face Gothic, because I'm in dead earnest. I want the big boss to see it and then he may learn how to hold his men and make them more contented. He often comes around and we like him. He said "buy bonds" and we went 100%. He gives us a vacation in the summer and a little house organ of our own. Sometimes I wish he would take a vacation himself and visit his own shop and get someone to explain his system ,and then hire someone to systematize and humanize and amplify and codify his system and his systematizer. Big talk this, but you know a printer learns a good deal. He can't help it in his every-day work.

I'll bet you don't print this, Mr. Editor, but believe me, old man, if you do it will strike home and do a pile of good.—(From the March, 1919, issue of *The System Magazine*, published by A. W. Shaw Co., Chicago.)

ANOTHER BROADSIDE AT GOVERNMENT PRINTING OF ENVELOPES EVIL

Blue Earth, Minn., May 16, 1919.

Mr. Benjamin S. Herbert, Chicago, Ill.

My Dear Mr. Herbert:—In answering a letter from M. E. Harrison, of Minneapolis, Director News Column Publicity of the Liberty Loan Organization, of the Ninth Federal Reserve District, I incidentally told him, after giving him the information that he wished as to how much free space I had given the last Victory Loan drive, (which amounted to nearly 300 inches, by the way) that the Government did not seem to appreciate what the newspapers were doing to help it along, by the way they entered into direct competition with the printer in printing Government envelopes. He answered at once, and wished more particulars, which I gave him, and told him how the state and national editorial associations of this country had been trying for years to have the Government do away with this pernicious branch of their business. He knew nothing of it, and I am mailing you his letter to me and also one that he wrote to his friend, Hon. Walter Newton, Congressman at Washington, relative to the matter.

In times past I have written our State Senators and Congressman about the iniquity of the unfair competition, but to no avail. I have written editorials in my paper and done what I seemingly could in my feeble way to help the good work along of driving this Government monopoly out of business.

The thought now comes to me that the National Editorial Association should do more than simply discuss the matter in their once a year national meetings. If there could be devised a way of starting an educative campaign among all the newspaper men and printers, so that when Congress gets into regular session again all the newspapers and printers of this country would send telegrams and letters to their respective United States Senators and Congressmen demanding that they should work and vote for the repeal of the law that enables a trust to do all the Government envelope business, whereby the printers of the country are deprived in the aggregate of millions of dollars of legitimate business.

I imagine that when Congress sets again that that body will soon annul the daylight saving act, and the hands of the clock will not be molested again, there will be such a protest go up from all over the country that Congress will wake up and take notice.

The trouble seems to have been in the past that the ones affected have done nothing to make Congress think that the newspaper fraternity as a whole are much concerned over the matter.

I would say that in this city of 3,000 people that the two newspapers are deprived of $400 or $500 worth of envelope business a year by reason of the Government competing with us in a very unfair manner.

A nation-wide educative propaganda should be started among the printers; get them excited over the matter; "pep" is what we need. Why lie supinely quiet and let anybody put anything like this over us without an outcry that will make the whole country wake up and take notice that the newspaper business is deserving of all the legitimate business that it is possible to get. People get aroused over other matters of less importance. Why not "stir up the animal," and let Congress know that we mean business? Yours very truly,

J. M. PALMER.

Minneapolis, Minn., May 15, 1919.

Mr. J. M. Palmer, Faribault County Register, Blue Earth, Minn.

My Dear Mr. Palmer:—I am in receipt of your letter of May 13, and I am glad of the information given. I must confess that I was entirely ignorant of the fact that the Government sold envelopes with individual and company cards on them. I certainly think you are justified in your statment in the matter, and I can see no justice in the Government's doing this sort of work in competition with local printers, who, for the most part publish newspapers and are public benefactors at least to a large enough extent to entitle them to whatever profitable business in their line originates in their community.

I do not know that we can be of any assistance in having this procedure corrected but I assure you I shall be glad to state my views on the subject to the representative from this district and to help in any way that I can. I hope that enough pressure is brought on Congressmen to bring about the correction of this unfair Government competition.

M. E. HARRISON, Director, News Column Publicity.

May 15, 1919.

Hon. Walter Newton, House of Representatives, Washington, D. C.

My dear Walter:—During the Liberty Loan campaigns we have come into very close touch with a large number of country publishers, and, as you know, they have rendered invaluable service in the floating of all the loans. We have naturally become somewhat better acquainted with their problems and have learned a good many of their grievances, some of which of course are only fanciful.

One of the objections to Government procedure, advanced by many of them, appeals to me as being valid. This is the objection to the Government selling printed envelopes in competition with local printers. The price at which these envelopes are sold is so low that no printer can begin to compete with the Government, and the result is that local newspaper men who have to eke out a somewhat precarious livelihood by doing job printing, lose this, to them, important business.

The newspaper man in a small town is in the very nature of things a semi-public servant and is expected to do a great many things for the benefit of his community, for which he receives no pay. It seems to me that the Government is in pretty small business when it enters into competition with these public servants for this envelope business, and by doing so takes away from the publisher a considerable propotion of the profitable printing the town affords.

This is undoubtedly an old subject, as I understand the National, Minnesota and other editorial associations have tried for years to do something in Congress to do away with this unfair competition. You may be entirely familiar with it, but I have the publishers' angle and I am impressed with the fairness of their contention. I am, therefore, presenting the matter to you in the hope that you will interest yourself in it and if occasion arises will assist in changing the Government's practice.

I envy you the opportunities you have had in your recent trip to Europe, but since I could not go myself I am glad you could, and I am sure you have seen and learned much will be useful to you in the important work you will have to do.

With personal regards, I remain,

M. E. HARRISON, Director News Publicity.

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How It Operates and Coöperates with Members

Advertising or Merchandising counsel is never offered by this Bureau in known competition with Advertising Agencies or professional Advertising Counsel.

It is available only to members of the U. T. A. in good standing, in behalf of their own business and in behalf of their **actual customers**—never for the acceptance or rejection of **prospective customers.**

In other words, the Advertising Bureau of the U. T. A. maintains that constructive advertising and merchandising counsel and service is, and deserves to be, on the same professional plane with advice and counsel rendered to clients by attorneys or to patients by physicians. It should be charged for in all cases.

An attorney or a doctor is "retained" to handle a case and not until such relationship has been established on the basis of mutual confidence is service rendered.

Thus, a man needing the services of a legal or medical nature does not "shop around" expecting to get advice from a number of lawyers or doctors and then choose the one whose advice "seems best" to him. No reputable lawyer or doctor would serve, without pay, any person who was merely a "prospect" in competition with other lawyers or doctors.

The Advertising Bureau of the U. T. A. does not exist primarily to render advertising and merchandising counsel "cheap" to members of the U. T. A. or their customers.

Such counsel is, however, FREE to members in good standing **for their own Printing business.** It costs them nothing. It is a part of the general service which is included in the Membership dues.

But Advertising counsel is rendered to members in behalf of their customers only with the distinct understanding and prior agreement that the customer, for whose benefit the counsel is asked and obtained, is to be charged for it—the amount collected to belong to the Printer through whom our counsel is imparted, less the small service fee charged by the Advertising Bureau.

If, in addition to "counsel," the services of the Advertising Bureau are requested for the preparation of advertising "copy," sketches, layouts, etc., a charge will be made for such work sufficient to cover the cost of production and handling. This cost must also be charged to the customer by the Printer to whom it is supplied, plus a reasonable profit for the Printer, the amount of such profit to be determined by the Printer himself.

No business man expects to obtain such valuable service gratis, and no member of the U. T. A. should be so shortsighted as to pay for this service out of his own pocket.

A word of caution is needed here: It is not necessary or desirable, or in keeping with proper business procedure, for the Printer to itemize his charges for advertising service.

The total bill for the Printing should include the advertising items, but no worth-while customer will expect to be shown the detailed charges of a printing job any more than he would expect to show one of his own customers the cost of the various items of manufacture and profit when rendering a bill for merchandise made by him.

It will be the endeavor of the Advertising Bureau of the U. T. A. to assist the membership by helpful advice from time to time as to proper methods to pursue in building up a more profitable printing business for themselves, based upon constructive business-building Advertising Ideas rather than a business dependent upon "price."

OPPORTUNITIES FOR SERVICE THROUGH THE BUSINESS PAPERS

By Charles Allen Clark, Managing Editor "American Paint & Oil Dealer" and "American Paint Journal"

Journalism Week, University of Missouri, May 7

THOSE students of the school of journalism who gravitate to the larger cities will find, when they seek positions on the newspapers, that the supply of reportorial talent far exceeds the demand; and then, when finally "connected," they discover that it is a long, steady pull to the job paying over $35 a week, unless the man is better than average.

I say this not in criticism of the newspaper business, for the law of supply and demand governs the price of both men and merchandise; but in order to draw a sharp contrast to the opportunity in the business paper field.

Do you know that there are as many trade and technical papers in the country today as there are daily newspapers?—and that they pay higher average wages than the newspapers?

These business papers are finding it increasingly difficult to get good editorial men. Instead of turning away men, as the daily newspapers are doing, the trade journal publishers find it difficult to secure enough "raw material" that can be worked into fair trade journal men, while the type of ability and character and interest that makes the really good man in this field, very rarely presents itself in the form of a young aspirant in the journalistic field.

We have found, too, that the average newspaper man does not make a good trade paper man. It is hard for them to break away from the glamor of the "game"; and to understand that he now has the time and the place in which to do thoughtful, accurate work; and to get accustomed to the regular daylight hours, and meals with the family. As one of them recently said to me, "It's too good to be true—I can't get acclimated to the business paper office atmosphere."

So far as actual ability is concerned most of them have it—if they want to jump into the business paper whole-heartedly and make enough justifiable blunders to "get the idea." Those that haven't the ability, we find have not the idea of modern business "service," they are not thorough and they don't know enough about the mechanics of printing and engraving to enable them to work with the printers, and unless the trade paper's organization is a big one with many departments, the editor and his assistants must be a good deal like the publisher of the average rural paper—they must **know** the How of everything from getting the news to getting the printed papers properly sacked.

But all this is another story and Dean Williams is considering the possibility and desirability of including special lectures directly devoted to the fundamentals for those entering upon business paper journalism. He has asked me to talk about the "Opportunity for Service Through the Business Papers."

The development of the trade press has been phenomenal, not merely in circulation, for it is estimated that there are now 50,000,000 trade paper readers, but especially in influence and power. There was a time when business paper journalism consisted of getting just enough subscriptions to secure the second-class privilege, cramming the pages with write-ups, and by near-black-mail make the advertiser "come across." The bunk artists and parasitic hangers-on, of that time are now almost extinct but in their hey-day they sadly retarded the development of legitimate and useful trade journalism. Business paper journalism took a new lease on life when the Federation of Trade Press Associations, later the Associated Business Papers, Incorporated, was organized in 1906. With high Standards of Business Practices, adopted in 1915, and under such able direction as that given during the past three years by Jesse Neal, the Associated Business Papers secretary, trade papers today are no longer considered a parasitic incubus upon the trades and industries that they represent. Editorially, all business papers are on a higher level of excellence than ever before. Non-essential or mediocre articles are being more rigidly excluded and every energy is being concentrated upon the big, vital questions confronting American business. The good business papers are being studied more intensively than ever before and those which do not measure up to the present requirements are being dropped by readers and advertisers.

Business paper editorial staffs today comprise not only men, and women, who can faithfully describe and interpret the activities of the trade, but also those who have the technical knowledge which makes their papers the text-books of the industry. The day has passed when the worn-out newspaper "hack" can "fall back on some trade paper" for a soft berth. Writers and editors of business papers today are most often picked from the ranks of the industry's successful young men. And some of the best executives in leading firms of almost every industry were taken from the trade paper field.

The information found in the modern model trade paper ranges from the current news of the industry to the most advanced methods of merchandising or manufacturing. The trade journal must be authentic, accurate, and timely. Subscribers of business papers are guided by the market reports of their favorite journal; one mistake, one typographical error; or one swerving from the truth might cause the loss of the thousands of dollars. Trade papers are frequently used as court evidence to prove market conditions and prices of years gone by.

Advertising and selling methods, puzzling manufacturing problems, cost accounting, the governmental angles on trade affairs; all are recorded in the pages of the business paper or furnished by the Information or Service department that most business publishers maintain.

"I don't say I'd advise the old method of heavy editorials. Human experience teaches that men are reached better and more effectively by a short and less labored mode of writing.

"The world is busier today than it was forty or fifty years ago, and the editor must write so as to attract

people on the run. But when convinced he has something to say they will stop and listen.

"Busy as the world is, it will always find time for whatever may be of practicable value. And that is what the editorial page should be.

"If you haven't got an editorial page, the subscriber is the loser—or he may take a notion to sign up with the newspaper that runs such a department."

The Missouri Press Association hopes to enjoy many more years of comradeship with Colonel Jewett. If all its members took as great an interest as he does in the organization it would become one of the greatest forces for the accomplishment of big things in the state. Active, enthusiastic, always in earnest, he typifies the ideal newspaper man and has set a mark worthy of the high ambition of the younger men of the craft.

The trade paper which really serves, molds opinion in its field. Its subscribers look to it as the fair and accurate mirror reflecting its whole field. The trade paper editor must be a leader—never a trailer in the thought and action of his constituency. He must develop trade consciousness—trade ideas and ideals. He becomes a fellow counsellor among he leaders in the industry; a student of trade problems.

The trade journals touch that side of men's lives which occupies most of their wakeful hours. As H. E. Cleland, who was awarded the Higham Medal at the Associated Advertising Clubs Convention held in St. Louis in 1917 for the most constructive address, put it: "They are for the world's doers when they are in the midst of doing."

And of course the good trade paper editor must understand intimately his relation with the other departments in his organization; appreciating the responsibility that the permanency of his publication depends upon his ability, enthusiasm, and persistence.

Some men of journalistic leanings, who craved independence and preferred to be in business for themselves, have developed satisfactory incomes by serving a number of trade papers in non-competing fields as local correspondents from large business centers. A graduate of this chool is applying the Associated Press idea to trade paper news service and now has correspondents in ten or twelve cities, who furnish the trade news for about twenty papers. There are trade press news bureaus in a number of cities but not nearly enough good ones.

Trade papers, by the way, also are helping newspapers and newspaper advertising. Trade papers devoted to retailers are urging persistent local newspaper advertising. Many include cleverly written and aptly illustrated newspaper advertisements which their subscribers can adopt or use as they are. Electros are furnished to the dealer at cost. These same papers urge their subscribers to adopt the modern store systems and merchandising methods described in their pages, all of which tends to make the merchant a better merchant and therefore a better and more liberal newspaper advertiser.

While the past and the present held and hold splendid opportunities for editorial leadership in trade journalism the future is even brighter. American business today looks forward to an era of unprecedented prosperity and development. American business is depending upon its trade papers as never before. Trade papers, to lead in the vanguard of American progress, have a greater obligation to meet than ever before. They need more men and better men. They are willing to pay the price to get the brains and character that will help them meet the obligation.

Is there any nobler field for daily service than to have a part in moulding and shaping the policies of a useful industry; of directing the currents of trade on which the prosperity and the happiness of the nation—and, I may say now, the world—are maintained?

I shall close by reading the Standards of Practice adopted by the Associated Business Papers, Incorporated, and to which all its members have pledged themselves:

1. To consider, first, the interests of the subscriber.

2. To subscribe to and work for truth and honesty in all departments.

3. To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticisms constructive.

4. To refuse to publish "puffs," free reading notices or paid "write-ups"; to keep his reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"

5. To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.

6. To solicit subscriptions and advertising solely upon the merits of the publication.

7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements subject to proper and authentic verification.

8. To coöperate with all organizations and individuals engaged in creative advertising work.

9. To avoid unfair competition.

10. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

JOURNALISM STUDENT ON EDITORIAL STAFF MEDICAL PAPER

Leslie Klug, Lake Geneva, Wis., who has just completed the four-year course in Journalism at the University of Wisconsin, has accepted a position on the editorial staff of the Journal of the American Medical Association, Chicago, where he began work on June 1st.

JOIN The National Editorial Association and help other printer-publishers help themselves by adopting approved policies and tested plans which will make all of us better business men and greater factors in our communities.

Add your voice to the big chorus which will be heard in the courts of the mighty.

Arrange NOW for the N. E. A. Victory Tour to the Pacific Northwest. Reservations limited. ★

GEORGE SCHLOSSER, Secretary,
Wessington Springs, S. D.

★ THE TRIP TO TAKE

THRIFTY WORKERS CUT DOWN ON PRODUCTION COSTS

Every business concern today faces the problem of cutting down production costs. If the thought "Save" can be brought home to every employe every few minutes every day for one year, says Percy H. Whiting in Printers' Ink, it should be possible to reduce expenses through economy in material and time, the prevention of waste and like methods.

Mr. Whiting suggests a dozen ways to secure, inside the organization, the publicity needed for a thrift movement of this character. He believes it is a job for the advertising man.

First, send each employe ,attached to his weekly pay check, a request that he answer two questions: One, What can and will you do to cut down the operating expense of the company? Second, What ways can you suggest that others can cut down expenses? Department heads might be held responsible for an answer from every employe, and a record of answers kept.

Second, each employe might fill in a simple blank weekly, stating how he was able to cut down operating expenses by some short-cut to saving of material and time. Many employes are able to improve methods, but no way of bringing such achievements to the employer's notice has been provided. Employes naturally like credit in such cases, and an opportunity to bring their own good work to light.

Pay envelopes should contain practical economy talks, and where a business concern publishes a house organ that should contain economy articles by department heads, showing ways of saving.

To show that their efforts are appreciated, articles should be published telling what individuals have done along this line.

In every workroom, stockroom, salesroom, department and branch, posters should be put up making definite appeals for economy, and these should be frequently changed. Little hangers may be put over telephones with such questions as: "Before you put in that telephone call, answer this question—Would it be just as well to write?" Little signs over stamp drawers would ask: "Are you using just as few stamps as the law allows? Are you bunching district stuff? Are you sending it in the cheapest allowable class?"

Personal letters should be written by executives or department heads, commending every employe who has done anything worth while in the saving line, to let him or her know that such effort is appreciated.

Monthly results of saving in figures can be compiled and published.

Wherever savings can be put in figures, reduce costs, increase profits and actual money, that money should be shared with employes in the form of prizes or bonuses.

An organization permeated with this saving spirit would soon learn to save for itself as well as the boss. On the same plan, if a business concern encouraged personal thrift by employes and investment in War Savings Stamps, the employe who learned to save for himself would quickly see the point of saving for the boss.

VALUE OF COST FINDING DESCRIBED

J. Linton Engle, vice-president Philadelphia Typothetae, president The Holmes Press, Philadelphia, in speaking recently on the subject, "What United Effort in Cost Accounting Has Done for the Printing Industry," said:

"Without a cost finding system a printer cannot know his business. We have recently sent a questionnaire to many of the printers in our organization concerning this cost system and found that every printer acknowledges its necessity and usefulness. In fact, it is my personal belief that no modern business can be conducted without a cost finding system."

As an illustration of the usefulness of a standard cost system, Mr. Engle said that ten years ago the printing trade had the eightieth place out of a possible eighty-one as far as credits were concerned. At present their rating has been raised to thirty-fourth place. He also told of the situation in Trenton, N. J., where the printing business showed a yearly loss before the system was installed and now shows a profit of 15.9 per cent.

NEWSPAPER FOR WOUNDED HEROES

A full-fledged newspaper called the Recall is now being published in the interest of the wounded heroes who are convalescing at Fort Sheridan. The printing of this new organ was handled by the Peterson Linotyping Company, Chicago, until the arrival of the Linotype ordered by the staff officers. The enterprise of which the publication of the Recall is a part includes provision for a well-equipped printing plant; it being the purpose of those in charge both to print this wounded veterans' newspaper and also to train all men at the Fort who wish to enter the printing industry to become printers, Linotype operators or pressmen.

SUBSCRIPTION RATES REGULATED BY ZONES

The following daily papers have gone on a zone basis as to subscription rates:

Boston Daily Globe, Boston, Mass.
Boston Transcript, Boston, Mass.
Courier-Journal, Louisville, Ky.
Evening Post; Louisville, Ky.
Indianapolis News, Indianapolis, Ind.
Tribune, Minneapolis, Minn.
Evening Journal, Dallas, Texas.
Journal, Kansas City, Mo.
Dispatch, St. Paul, Minn.
Morning News, Savannah, Ga.
Express, Buffalo, N. Y.
Democrat Chronicle, Rochester, N. Y.
Cleveland Plain-Dealer, Cleveland, Ohio.
American, Nashville, Tenn.
Des Moines Capital, Des Moines, Iowa.
Herald, Duluth, Minn.

The following have announced that they will add an additional charge to their subscription rate to cover the increased penalty postage under the Postal Zone Law applying to all States west of the Mississippi River:

Pictorial Review, Vanity Fair, House and Garden, Christian Herald, People's Home Journal, Collier's Weekly, Cosmopolitan, Hearst's Magazine, Good Housekeeping, Harper's Bazaar, Motor, Motor Boating.

FIVE COURSES IN JOURNALISM AT SUMMER SCHOOL

Five courses in Journalism will be given in the summer session at the University of Wisconsin, beginning on June 30th, and continuing until August 8th. Reporting, copy-reading, special feature writing, short-story writing, and the teaching of journalistic writing in high schools and colleges are the subjects of the courses, which will be in charge of Professor Willard C. Bleyer, Director of the Course in Journalism.

THE N. E. A. CONVENTION IN OREGON

By E. E. Brodie, Member Executive Committee of the National Editorial Association

Oregon newspaper men are, more than ever before, directly interested in the annual convention of the National Editorial Association. The editorial party from the East estimated at 300 people, is scheduled to arrive in Portland on Friday, August 8th, at 5:05 P. M., and will leave Portland for Tacoma on the following Wednesday about 8 A. M.

It has been arranged to hold the annual convention of the State Editorial Association on Friday, August 8th, convening at 9 A. M., at the Portland Press Club, for an all-day business session. Luncheon will be served at the Press Club at noon, and the convention will adjourn not later than 5 o'clock, when the delegates and their wives will be merged into the N. E. A Convention and will share in the entertainments and programs at Portland.

Every member of the O. S. E. A. in good standing is a member of the N. E. A., under a resolution adopted at the Coos Bay convention last year, by which the state association joined the national association as a body, paying 50 cents a member out of the treasury of the state association.

The N. E. A. has a convention fee of $5 for each delegate attending and $2 for his wife or any other member of his family who may accompany him.

The convention party will be met at the Union Station by automobiles and taken to hotels, room assignments having been made before the arrival of the train, to obviate delays. The Imperial Hotel is the convention headquarters hotel at Portland. The travelers will be given an hour to remove the traces of the trip, and freshen up a bit and will then be taken in automobiles to the Waverly Country Club, where dinner will be served on the lawn by the Portland Caterers Association. There will be music by Portland's crack municipal band, address of welcome by Major Baker, responses, and the usual program incident to welcoming a convention, after which the party will be taken back to Portland.

On Saturday, August 9th, a business session of the convention will be held, convening at 9:30 at Elks Hall. Luncheon will be served at noon at the Press Club, in the Elks building, by the Home Industry League of the Portland Chamber of Commerce, and at 2 o'clock the ladies of the party will be taken around the city for a drive by the Women's Motor Corps, under the direction of Mrs. Alice Benson Beach. The convention will adjourn at 4 P. M., and will take interurban cars for Oregon City, where the officers of the N. E. A. will dedicate a monument to be erected to commemorate the establishment of the Oregon Spectator, the first newspaper on the Pacific Coast. The monument will be erected by W. P. Hawley, president of the Hawley Pulp & paper Co., of Oregon City. The party will go back to Portland on the interurban and at 6:30 P. M., a banquet will be given at the Portland Chamber of Commerce,through the courtesy of the Portland Oregonian and the Portland Telegram.

The party will be taken up the highway Sunday, leaving Portland at 7 A. M., and a bear and fish breakfast will be served at Eagle Creek, through the courtesy of the State Fish and Game Commission and the U. S. Forestry Service about 11 A. M. Members of the party should have coffee before starting from Portland. It is planned to return to Portland about 3:30 P. M., and at 4:30 the Eastern people will board a special train for Medford, stopping at Salem for dinner at 6:15 P. M., and listening to an address of welcome from the Governor. It is hoped to have the party spend an hour in Eugene on the way south, arriving there about 9 P. M., though details for this stop have not been perfected. Breakfast will be served Monday at either Grants Pass or Medford, and the party will be taken, by courtesy of the Medford Commercial Club, to Crater Lake, and spend the night there, leaving the Lake in time to reach Medford or Ashland to take a train to Portland at 9 P. M., Tuesday ,and arriving in Portland the next morning and leaving at once for Tacoma.

All courtesies extended to the members of the N. E. A. party will be extended to the Oregon editors who are members of the state association and pay the convention fee, except the trip to Crater Lake, which is limited to the Eastern people, because of the lack of accommodations for more than 300 at the lake. The special rain from Portland to Medford and return will be financed through the Portland Chamber of Commerce.

WOMEN OF OREGON JOIN IN WELCOME TO N. E. A.

Three years ago the Oregon State Press Association convened at Medford in the southern part of the state and the good citizens of that county (Jackson) gave us a trip to Crater Lake, eighty miles by auto. We women of the Association recognized, as did the men, that Crater Lake is one of America's most wonderful scenic assets, and a Woman's Crater Lake Club was organized with its aim and object to give more and wider publicity to this grand and sublime freak of nature. Passing through miles and miles of beautiful orchards, ascending the mountains through gigantic virgin forests, passing and crossing roaring streams, riding over snow packed roads, you suddenly find yourself on the very brink of Crater Lake. All this distance over a splendid highway with only a stop for a good lunch at a most picturesque place. From hotel to hotel via auto there is no ride in America or probably the world where one sees so much or enjoys so much, with as easy a ride as from Jackson or Kalamanth Counties to Crater Lake.

When you step from your auto—the first impulse after being located in the large rustic hotel is to rush down, down, down to the water's edge, which is only accessible in a few places as the towering perpendicular walls inclose the dark blue waters. There is seemingly no inlet, no outlet or depth to Crater Lake, yet its waters are fresh and abounding with trout. There are boats to take the visitors over its wide area. Around the hotel there is snow-balling and tobaggoning. The lobby of the hotel will hold several hundred people. A very large fireplace contains huge logs which throw out heat to every corner of the room and the evenings here are never forgotten. Crater Lake and all its surroundings are too wonderful, too enchanting and too impressive for mere words of description. So to all of this the Woman's Crater Lake Club very cordially invites the N. E. A. Some of us met you at the State Line twenty years ago. Time and absence have only made our hearts grow warmer and again we anxiously await your coming.

EDYTH TOZIER WEATHERRED

PROPOSED ITINERARY AND ENTERTAINMENT FOR THE NATIONAL EDITORIAL ASSOCIATION VICTORY TOUR TO THE PACIFIC NORTHWEST

Days and dates are determined. Hour of departure and arrival at points are subject to revision by operation departments of railways and boat lines, as well as action of local committees. American time, 12 hours, A. M. and P. M.; Canadian time, 24 hours.

SATURDAY, JULY 26, 1919.

Eastern and Southern Delegates who travel via Chicago will find a Representative of the Transportation Committee at the Morrison Hotel after 1:30 P. M., who will arrange reservations for berths, Chicago to Minneapolis, and Chicago to Winnipeg, via Soo Line, leaving Grand Central Station, Fifth Avenue and Harrison Street, at 6:35 P. M. If a sufficient number of delegates are registered, special cars will be provided for the service, Chicago to Winnipeg.

SUNDAY, JULY 27, 1919.

Eastern and Southern Delegates leaving Chicago on Saturday, July 26, 1919, via Soo Line at 6:35 P. M., will arrive in Minneapolis at 8:55 A. M., Milwaukee Station. A representative of the Transportation Committee will be found at the West Hotel, corner of Fifth Street and Hennepin Avenue, who will arrange reservations for berths, Minneapolis to Winnipeg, via Soo Line, leaving Minneapolis from the Milwaukee Station at 5:40 P. M. If a sufficient number of delegates are registered, special sleeping cars will be provided for the service, Minneapolis to Winnipeg.

MONDAY, JULY 28, 1919.

Delegates will reach Winnipeg at 8:15 A. M., arriving at the Canadian Pacific Station, Royal Alexandra Hotel. Headquarters of the Association will be in the lobby of the Royal Alexandra. After registration the delegates will become guests of the city of Winnipeg. The Editorial Party will take part in the Provincial Demonstration to celebrate the completion of the new municipal water system, doubtless making a trip to Shoal Lake, one hundred miles northeast of Winnipeg, where lies the vast inexhaustive supply of pure water. After a luncheon at Shoal Lake, the party will return to the city for the evening's entertainment. The night will be spent in the sleeping cars of the special train.

TUESDAY, JULY 29, 1919.

After the breakfast hour the Delegates will be guests of the City of Winnipeg with auto drives to many places of interest about the city and will be entertained for lunch at the City Park. During the afternoon the ladies of the party may be guests of the Winnipeg Women's Canadian Club at the Royal Alexandra. A special program is being arranged for this function. In the evening the Editorial Party will be guests of the Board of Trade at a banquet. There is being arranged a visit to Tuxedo, a home for returned soldiers, for the party during the day. Sleeping cars of the special train for the use of the party on its tour to the Pacific Northwest will be on tracks of the Canadian National Railways at the Union Station about 9 P. M. This day will be a very busy one and made up of entertainment every hour for the party. Departure from the city will be made about midnight.

WEDNESDAY, July 30, 1919.

The Editorial Party will reach Portage about 7:30 A. M., where they will be guests of the city for breakfast and auto rides about the city. This is an interesting little city, where early history was made in the development of the Province. Departure will be made from Portage about 11:30 A. M. Lunch will be served on the diners and the party will arrive at Dauphin about 3:30 P. M. A visit will be made about the city, viewing its industries and during the early evening a supper will be served to the guests by the city. Departure will be made about 9 P. M.

THURSDAY, July 31, 1919.

Arriving at Saskatoon about 9 A.M., an auto drive will be made to various places of interest about the city. This is one of the enterprising cities of the Province. It is the University City as well as manufacturing center. The municipality will entertain the guests for luncheon. The party will leave Saskatoon about 2 P. M., arriving at Prince Albert that afternoon at 6 P. M., where they will be served to supper and spend the evening as the guests of that city. Prince Albert is a far north city in the Province, situated on the Saskatchewan River. Departure will be made at midnight.

FRIDAY, August 1, 1919.

The party will arrive during the early hours of the morning at North Battleford, where breakfast will be served for the guests as the compliments of that city. Auto drives about the city will be made and departure from the city will be made at 11 A. M. Lunch will be served on the diners and the party will reach Wainright about 6 P. M., where they will be guests of the city for supper. A visit will be made about the city and an opportunity given to view the Government Herd of Buffalo, the largest herd of these animals now in existence. Departure from Wainright will be made about 11 P. M.

SATURDAY, August 2, 1919.

The City of Edmonton will be reached about 9:30 A. M., where the party will be guests of the city at luncheon, and the afternoon will be spent in visiting about the city. A reception and supper will be tenderd by the Board of Trade during the evening. Edmonton is the gateway to the far Northwest and is a very interesting city for the editors to visit. The departure will be made about midnight, the train departing from the Canadian National Station.

SUNDAY, August 3, 1919.

The party will reach Jaspar about 11 A. M., where they will be served a barbecue, after which the party will have an opportunity for a view of the Mountains of Jasper Park. Departure will be made from Jaspar about 3 P. M. The next stop being at Lucerne, reaching there about 6 P. M. Devotional services will be conducted that evening and the train will be parked for the night at Lucerne, as all of the travel in the mountains will be made during the day-light hours.

MONDAY, August 4, 1919.

Departure will be made from Lucerne at about 10 A. M., and the day spent traveling through the mountains, reaching Kamloops about 9 P. M., where the train will be parked for the night.

TUESDAY, August 5, 1919.

Leaving Kamloops about 10 A. M., the day will be spent traveling through the mountains, reaching Boston Bar about 6 P. M., where the train will be parked for the night.

WEDNESDAY, August 6, 1919.

Leaving about 10 A. M., from Boston Bar, a day-light run will be made down the mountains, reaching Vancouver during the night.

THURSDAY, August 7, 1919.

After breakfast on the diners the Editorial Party will be guests of the City of Vancouver, spending the entire day about the city, viewing the many places of interest. This is one of the leading ports as well as one of the largest cities of the Pacific Northwest. The entertainment will be varied to include a luncheon by the city and in the evening supper will be served by the Board of Trade. Departure will be made from the city about 11 P. M., en route for Seattle, via Boat from the docks of the C. P. S. S. Lines.

FRIDAY, August 8, 1919.

The party will reach Seattle shortly after the breakfast hour, transferring to a special train on the Northern Pacific en route to Portland, stopping about noon for a couple of hours at Chehalis, where lunch will be served, as guests of the Citizens' Club. The arrival of the party at Portland is scheduled for about 5:00 P. M. Hotel reservations will be made en route, permitting each member of the party to reach the Headquarters Hotel and to find his or her room with little difficulty. Autos will meet the train. At 7:30 A. M., a reception of delegates and ladies will be held at Waverly Country Club, where the addresses of welcome and responses will be made.

SATURDAY, August 9, 1919.

A business session of the Convention will be held at the Elks Temple, commencing at 9:30 A. M. Luncheon will be served at the Elks Temple. The party will take interurban cars about 4 P. M., for Oregon City, where officers of the Association will unveil a monument to commemorate the establishment of the first newspaper in the Pacific Northwest. The party will leave Oregon City about 5:30 P. M., via interurban train for Portland. A banquet will be tendered about 6:30 P. M., at the Portland Chamber of Commerce, as guests of the Chamber of Commerce.

SUNDAY, August 10, 1919.

Automobiles will leave the hotels at 7 A. M., for a trip over the Columbia River Highway, Scenic Road of the Pacific Northwest, up the Gorge of the Columbia River, passing Crown Point, with its matchless view of the Gorge, Chanticleet Point, and Rooster Rock, Latourelle Falls, Shepherd's Dell, Bridal Veil Falls, Multnomah Falls, Horse Tail Falls, Oneonta Gorge, to Eagle Creek, where a bear and fish breakfast will be served by the U. S. Forestry Department, and about 1 P. M. automobiles will leave for the city. The party will board a special train en route to Crater Lake, as guests of the Oregon Committees, at about 4:30 P. M., stopping either at Salem or Eugene, where the evening meal will be served.

MONDAY, August 11, 1919.

The party will reach Medford about 6:30 A. M., where breakfast will be served by the Medford Commercial Club, after the meal the party will take automobiles at once for Crater Lake, stopping en route at Prospect for luncheon, reaching Crater Lake about 4 P. M., spending the night at the lake.

TUESDAY, August 12, 1919.

Departure will be made from Crater Lake about 1:30 P. M., reaching Ashland in the evening. Departure will be made after supper, via special train for Portland.

WEDNESDAY, August 13, 1919.

Departure will be made in the early morning from Portland, reaching Tacoma in the early afternoon, where lunch will be served as guests of the city. The party will leave in the afternon en route via auto to Mt. Rainier, reaching there in the evening and spending the night.

THURSDAY, August 14, 1919.

Departure will be made from Mr. Rainier during the afternoon for Tacoma, leaving that city via

boat for Seattle, reaching Seattle during the evening.

FRIDAY, AUGUST 15, 1919.

The first business session of the Convention in Seattle will be held in the Auditorium of the Seattle Press Club, commencing at 10 o'clock in the forenoon. An afternoon session of the Convention will be held at 2:30 o'clock. The Seattle Post-Intelligencer, The Seattle Daily Times, and The Seattle Daily Star will be hosts at a banquet and ball to all the visiting delegates during the evening at the Masonic Temple.

SATURDAY, AUGUST 16, 1919.

The day's entertainment will give the Editors an opportunity to witness the launching of a new steel steamship. Later in the forenoon the entire party will board a steamer and be taken for a trip over the extensive properties of the Port of Seattle. This will include passage through the Lake Washington Canal Locks, with a luncheon served on the boat. During the afternoon the party will be guests to a barbecue on the east shore of Lake Washington. Part of the afternoon will be spent by auto drives over Seattle's Park and Boulevard System. During the evening the ladies of the party will be entertained at dinner followed by a theatre party. There will be a stag party at the Seattle Press Club.

SUNDAY, AUGUST 17, 1919.

The forenoon will permit the delegates an opportunity to attend church services. Invitations have been extended to several of the delegates to occupy pulpits. In the afternoon the party will be taken to the Puget Sound Navy Yard at Bremerton. After a tour of inspection at the Navy Yard a luncheon will be served and in the afternoon the party will return to Seattle. During the early evening the party will go aboard boat for Victoria.

MONDAY, AUGUST 18, 1919.

Business sessions of the Convention will be held during the forenoon in the Capitol City of the Province with auto rides about Victoria with a visit to its parks and beaches, with special entertainment during the evening.

TUESDAY, AUGUST 19, 1919.

The concluding entertainment will be during the forenoon and the party will leave Victoria about 2 P. M., via boat, C. P. S. S. Docks, for Vancouver, reaching the latter city in time to entrain at the C. P. R. Station about 9 P. M. eastbound for a trip through the mountains.

WEDNESDAY, AUGUST 20, 1919.

The party will arrive at Sicamous during the forenoon for a short stop, later arriving at Revelstoke, where the party will be guests of the city for lunch; later reaching Field for a view of the Spiral Tunnel, where the train will be parked for the night.

THURSDAY, AUGUST 21, 1919.

Leaving Field during the forenoon the party will arrive at Lake Louise Station, where a transfer will be made to Lake Louise and the party will be served to lunch at the Chauteau and return to the station about 3 P. M., departing for Banff, reaching the latter place about 4:30 P. M., where a reception will be held and supper served at the Banff Springs Hotel. The evening will be spent at Banff as the guests of the city, the pahty departing about midnight.

FRIDAY, AUGUST 22, 1919.

The party will breakfast at Red Deer and be guests of the city until about 11:30 A. M. Departure will be made en route to Calgary, reaching there about 3 P. M., supper will be served by the city. Calgary is one of the larger cities of the Province and an opportunity will be given to visit many interesting places about the city. Departure will be made about midnight.

SATURDAY, AUGUST 23, 1919.

Reaching Lethbridge about 6 A. M., breakfast will be served at a later hour by the city, after which an auto drive will be provided for the party. Departure for Medicine Hat will be made shortly before noon. The party will arrive at Medicine Hat about 4:30 P. M., where the city will entertain the party for supper. Medicine Hat has long been known as the place where the weather is made and the party is expected to discover the real sesecret of the Weather Man. One of the resources of Medicine Hat is its large supply of natural gas used extensively to create power for its many manufacturing plants. The party will leave about midnight.

SUNDAY, AUGUST 24, 1919.

A stop will be made at Swift Current about noon, where the city will entertain the party at lunch. Special devotional services will be held during the afternoon, after which the party will depart en route to Moose Jaw.

MONDAY, AUGUST 25, 1919.

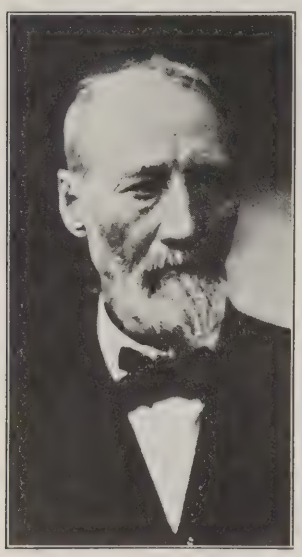
The forenoon will be spent in Moose Jaw with auto rides about the city and the party will be the guests of the city for lunch after which departure will be made for Regina, which later city will be reached about 3 P. M. A reception and dinner at Regina will only be a part of the entertainment of the day. Departure will be made at midnight.

TUESDAY, AUGUST 26, 1919.

The forenoon will be spent at Brandon as guests of the city, who will entertain the party for lunch. Auto rides about the city will give the party an opportunity to view the interesting places in the city. Departure at about 2:30 P. M., for Winnipeg, which will be reached shortly after six o'clock that evening.

FATHER OF THE MISSOURI SCHOOL OF JOURNALISM

By Edgar White, Macon, Mo.



MR. W. O. L. JEWETT
Father of the Missouri School of Journalism

One of the most interesting members of the Missouri Press Association, and one of the most active, is Colonel W. O. L. Jewett, editor of the Shelbina Democrat, who was born in Bowdoinham, Maine, nearly 83 years ago. Colonel Jewett has been editing newspapers since April, 1867, when he had editorial control of a newspaper at Mt. Sterling, Ill. He was also practicing law at the time. Previous to that he had served through the Civil War in the "Yates Phalanx," a notable unit in the Union Army.

Since 1868 Colonel Jewett has been a Missourian. For a great many years the law and journalism seemed to alternate in his interest, but he never missed a press association so long as he was a mmeber, and finally he retired from the law and devoted his entire time to journalism. A few months ago, however, he was "drafted" to sit as special judge during a term of the Shelby County Circuit because of a death in the family of the regular judge.

While occupying the bench, the lawyers were qualifying a jury on a criminal case. One of them inquired of a member of the panel as to whether he had read the story of the case in the newspapers.

"What if he had?" interrupted the Judge pro tem somewhat testily; "reading a newspaper doesn't disqualify a man from jury service. Truth is, 'I'd rather trust to the fair judgment of a man who read the newspapers than to one who didn't."

"But he may have read about this case, Your Honor, protested the lawyer.

"Well, if he read about it in our paper he didn't get anything that would prejudice him. Now, pass on to something else."

Having built up the Democrat and made it a prosperous and influential journal, Colonel Jewett interested himself in the improvement of journalism throughout the state. He has been president of the State Association, and it is through his activities as a member of that organization that the state has a Missouri Historical Society and a School of Journalism. He fathered both enterprises by resolutions he got through the Missouri Press Association, and these furnished the ground work for active efforts until success came. Because of his early labors in its behalf he is known as the "Father of the Missouri School of Journalism."

Throughout the war the Democrat bristled with patriotic editorials urging more steam by the folks at home in helping to win the war. The Democrat has always been noted for the vigorous character of its editorials. In the Press Association meetings editors have frequently challenged the practicability of editorial work on country newspapers. Referring to this recently, Colonel Jewett said:

"At our editorial association I have heard it seriously contended that it didn't pay to have editorial matter in country newspapers, except when a campaign was on, and after that the editorial page might as well be forgotten. It was stated that what people wanted was markets, the news, local and general, a little feature stuff and so on, but that editorials in a country paper was labor lost.

"But, they say, outspoken editorials stir up controversies, create factions.

"I'm never afraid of a good, healthy controversy. That doesn't mean that men have to get mad and fight. Honest differences of opinion save the world from monotony. When there's an editorial debate on, people read your paper with greater eagerness.

"I'm strong for the editorial page in country newspapers, and am glad to see the 'style' come back. In the old days there were mostly editorials, great, ponderous leaders. The people were fed on allopathic doses, both by the doctor and the editor, and the patient thrived, despite the treatment.

RECENT PURCHASERS OF LINOTYPES

San Francisco (Cal.) The Daily News; Fresno (Cal.) Herald; Fayette (Idaho) Enterprise; Newton (Iowa) News; Oakland (Cal.) Tribune; San Francisco (Cal.) Daily Commercial News; Springfield (Ill. Forum; Cedar Rapids (Iowa) Evening Gazette; Denver (Colo.) Rocky Mountain Pillar of Fire; Portland (Ore.) Oregonian; Pequot (Minn.) The Review; Wagoner (Okla.) Record; Washington (D. C.) The Evening Star; Dearborn (Mich.) Press Printing Co.; Helena (Mont.) Herald; Afton(Iowa) Star-Enterprise; Detroit (Mich.) The Progress; Galveston (Texas) Clarke & Courts; New York (N. Y.) McGraw-Hill Co.; Fort Worth (Texas) Forth Worth Linotyping Co.; Toledo (Ohio) News-Bee; Detroit (Mich.) Polonia Pub. Co.; Hudson (N. Y.) Record Ptg. & Pub. Co.; Davenport (Iowa) Times; Clarksburg (W. Va.) West Virginia Labor News; Norfolk (Va.) Ledger-Dispatch; Erie (Pa.) Times; Dallas (Texas) News; Galveston (Texas) News; Lima (Ohio) Times-Democrat; Denver (Colo.) N. E. Youngblood; Sumner (Miss.) Sentinel; Milan (Minn.) Standard; Philadelphia (Pa.) North American; Washington (D. C.) War Department, Office of Surgeon-General (Walter Reed General Hospital; Bloomfield (Neb.) Journal; Omaha (Neb.) National Ptg. Co.; St. Cloud (Minn.) Times; Bonne Terre (Mo.) News-Register; Danbury (Iowa) Review; Marianna (Ark.) Courier-Index; Lynchburg (Va.) Brown-Morrison Co.; New York (N. Y.) Bagnasco Press; Hickory (N. C.) Record; De Smet (S. D.) News; Allen (Neb.) News; Greenwood (Miss.) Enterprise; Macon (Ga.) Southern Ptg. Co.; Clinton (Mo.) Record; Lewiston (Mont.) Democrat-News; St. Louis (Mo.) Blackwell-Wielandy Book & Stationery Co.; Fort Sheridan (Ill.) U. S. A. Hospital No. 28; St. Clair (Mich.) Press; Clinton (N. C.) News-Dispatch; Atlantic City (N. J.) Shaner & Knauer; Cleveland (Ohio) Polish Daily News· Lancaster (Pa.) Examiner; Collins (Miss.) Commercial, Hampshire (Ill.) Register; Augusta (Ga.) Herald; Monticello (Ark.) Monticellonian; Schenectady (N. Y.) Gazette; Washington (D. C.) Evening Star; Augusta (Ga.) McGowen-How and Atkinson; Attica (Ind.) Fountain-Warren Democrat; Erie (Pa.) Times; Bridgeport (Conn.) Life; Gary (Ind.) Frank J. Pietrzak; Buffalo (N. Y.) Express; Utica (N. Y.) Thomas J. Griffiths; Atlanta(Ga.) John T. Pugh; Humboldt (Kans.)Union.

WRITING ADVERTISEMENTS THAT SELL MERCHANDISE

THE APPEAL

By H. E. Miles.

THE Department of Labor of the United States Government fired the first peace gun of the reconstruction by sending to every newspaper in the country a request to speed up advertising for the purpose of setting in motion the wheels of production by causing a reaction from the buying lethargy that settled over the country during the war.

The fact that a large percentage of commodities are bought by farmers and people living in small towns made it necessary to appeal directly to the retailer to use more advertising space, and naturally the appeal was made through the newspaper publishers. The supposition was that publishers would be able to induce merchants to increase their advertising—but how?

The answer most certainly lies in the service the publisher can give the merchant in his advertising preparation, and to give service the publisher must know how to write advertisements that sell merchandise. That is the only kind of advertisement the merchant can afford to pay real money for.

Last month we discussed "Attracting Attention," taking up the construction of an advertisement from a mechanical standpoint and the consideration of the illustration, display and general typography. In this article we will discuss the "Appeal" or selling story.

There is nothing mysterious about the selling appeal of an advertisement. It is simply a news story about merchandise. When you write news you go out and run down your story, getting all the interesting details; then you put the central idea in the head, write the most interesting points into the lead and wind up with the necessary details to make a complete story. You do the same thing in writing an advertisement, but—

Advertisement writing requires careful workmanship.

The Appeal is a concise and interesting presentation of the selling points of the merchandise advertised. To get the selling points it will be necessary to find out all about the goods. Get the manufacturer's description from his catalog or advertising literature. Ask the merchant to tell you all about them or to virtually "sell" them to you. In this way you will be able to use his arguments and throw a certain amount of his personality into the advertisement.

Manufacturers furnish some mighty good copy to dealers, but it is necessarily general in the appeal because it is made to fit any dealer. Therefore it is often better to use these advertisements for their descriptive value and write the appeal to fit the particular store doing the advertising.

Make the appeal short and concise, using good grammar but simple language. (See examples 1 and 2.) Do not use technical expressions or long descriptions of manufacturing processes or merchandising policies.

If a number of articles are advertised under one head, make your appeal a short editorial on the seasonableness, good selection and quality of the goods, and follow with the descriptions and prices. (See example 3.)

The fault of many advertisements lies in the meagerness of descriptions. When a woman reads about a new suit or dress she wants to know what it is made of, the colors, how trimmed, style of cut, whether the designs are exclusive and in what sizes it can be had. When a farmer reads about a tractor he wants to know what fuel it burns, about how much of it to the acre, what its horsepower is and its weight, how many plows it will pull and to what depth, what other implements it will handle and whether one man can control both implement and tractor, whether it is easy to get repair parts and if the dealer is in position to give expert service when required.

And both the woman and the farmer want to know the price.

But price is not a good selling point unless it emphasizes value. For example, if you were told that you could buy a cotton shoddy suit, poorly cut and poorly made, for $5, would you be interested? Probably not. But if you read about an all-wool suit, cut in the latest style and well tailored, and the price seems at all reasonable for the goods as described, you will be interested.

Quote the price, because no one ever closed a sale until the price was named, but do not use it as your main selling argument. Even in advertising a clearance sale it is necessary to show the real value of the goods before you can expect the cut price to make the sale. Make your sale by sound argument—not by cut prices, but when you have finished your description tell the customer what you want for the goods.

It is a good idea to display prices because there is a certain amount of attraction to them—a dollar mark makes a good display line. Some merchants dislike to quote prices unless they are "cut prices." But regular prices are fully as attractive as cut prices, typographically, and if the advertisement has made the impression of good values the goods will be "sold" at the price quoted.

Don't use false statements or extravagant claims in advertising. Advertisements that lead to distrust are worse than no advertisements at all. Don't use such expressions as "best in the world" and "highest quality money can buy." Few people place confidence in such claims, and even if they are true they sound bigoted.

Quoting an indefinite price, such as "20 per cent off," is poor psychology. No one knows what the price was before the cut and if they did they wouldn't take the trouble to figure the sale price. Do your own figuring.

Flippancy is poor advertising and slang can rarely be used with good effect. It takes a pretty smart ad-writer to "get by with it."

Where advertising copy writing differs from other copy writing is in the "psychology of selling." In writing news or editorials you may "take sides"—and it pays to be on the winning side—but in ad-writing you have no policy but the policy of pleasing your prospective customers.

The "psychology of selling" consists of knowing what your customer wants and supplying it. It's service in the 'nth degree. So in your ad-writing give your prospect service. Know what he wants to know and tell it to him. Tell it so he can understand it and so it will be easy for him to discriminate in his buying. You should feel that you are doing the buyer as much of a favor as the seller when you bring them together. It is for their benefit that you are writing the advertisement—not just to fill up space in your newspaper.

So, to write an advertisement that will sell merchandise, you must get the attention, by illustrations and display and good typography, and you must appeal to the common sense of the buyer by telling him the things he wants to know about the merchandise.

Next month we will take up the subject of getting the customer to the store, or "Closing the Sale."

Example 1. Extravagant Language:

The formal opening of spring and the Easter season finds this store fully prepared to care for Milady's needs in **Wearing Apparel** for the **approaching season.** Following our **time-honored** policy of **constructive merchandising,** this store has searched the **marts** of **Feminine Finery,** seeking **authoritative** styles for your **delectation.** The complete showing is a **revelation** of the country's best **designers'** and **fabric makers'** art—a showing that at once combines the **lure** of the **artistic** with the **gratification** of the **practicability** of **genuine value-giving.**

This Easter the world is in a **gala mood** and all **human-kind** takes on a natural and keener interest in the **charm** of **attractive Apparel.** And because this particular season demands the **exercise** of **discrimination** and wisdom in your purchase we invite you to come to this, our **Spring Exposition,** in the **fullest confidence** that your keen judgment will **commend** the selections our buyers have made.

Example 2: Short and Simple Wording:

NEW SPRING GOODS

Spring and Easter Season find this store with a good selection of the new Suits, Coats, Dresses and Spring Dress Goods. They are from the leading makers and combine style and beauty with good wearing quality.

In keeping with the spirit of this glad Easter there is more interest in good clothes, and because thrift demands good judgment in selecting clothes, we believe you will appreciate the values we are offering.

Example 3:

Excellent example of attractive illustration, good display and simple, straightforward appeal followed by full descriptions and displayed prices.

ROUNTREE BACK IN THE NEWSPAPER BUSINESS

Lee J. Rountree, formerly publisher of the Georgetown Commercial of Georgetown, Tex., has bought the Sulphur Springs (Texas) Daily and Weekly Gazette from John A. Rhodes.

Mr. Rountree has been in Texas newspaper life for over 30 years, and was owner and publisher of the Georgetown Commercial for 23 years. He is a member of the executive committee of the Texas Editorial Association, and in 1914-1915 was president of the National Editorial Association.

"KEEP IT COMING"

National Printer-Journalist, Chicago.

Gentlemen: Herewith check for $2 to "keep the National Printer-Journalist coming."

It is one of the fixed necessities and fixtures which every well regulated newspaper office should have with its equipment. A. Q. MILLER.

Belleville, Kan., May 31, 1919.

WHAT more suitable remembrance for the lovely girl graduate or the beautiful bride than an exquisite solitaire; a dainty brooch; a piece of richly patterned silver; or an ELGIN WATCH—those unfailing, tireless markers of the march of time. Your needs have been anticipated here.

(Ask for Cut No. 31)

Farmers Excel As Producers

Eight-Minute Wheat.

Less than a hundred years ago a bushel of wheat represented [illegible] hours and three [illegible] of labor. Now, with modern farm tools, it represents eight minutes' labor, a saving of almost three hours.

The American farmer was able to do this because he scrapped the scythe for the mobile and the reaper for the binder, the single plow for the gang plow and so on with all his farm machinery. As a manufacturer, he has put it all over other manufacturers until he is the greatest per man producer known to the world.

The Farmer's Wife.

The farmer's wife is also a manufacturer. She manufactures food for fifty million [illegible] a day she [illegible] for his [illegible] table.

But how about machinery? In your range [illegible] or the old [illegible] ugly model of twenty-five years ago? Is the range covered with ornaments to catch dirt? Is it full of hinges, catches and latches like the old-style automobile? If it is, [illegible] it [illegible] quick and buy an up-to-date smooth-bodied range that cleans like a dish.—The Copper-Clad.

Make Her Happy.

This is the Copper-Clad Range that makes a woman happy that saves a shovel of coal at every meal, because built like a thermos bottle—and that never rusts out because a sheet of pure copper is placed between the sweaty asbestos and iron body

Come and see the Asbestos Sweat. See the sheet of pure Copper. See the Dry Air Space that saves so much fuel. See for yourself—then you know.

Dealer's Name. No. 16

Will there be a Victrola in your home this Christmas?

THE greatest singers, musicians and entertainers in the world enter your home with the coming of your Victrola. You can search the whole world over and not find anything else that will bring so much pleasure to every member of the family. Come in today and choose your Victrola in plenty of time for Christmas.

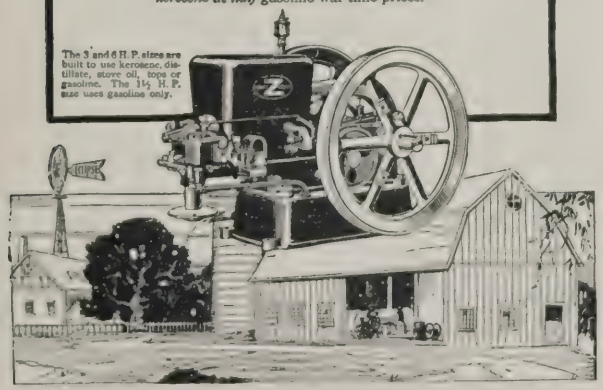
Dealer's Name and Address

Assured Quality Engines

GENERATIONS know that the name-plate "Fairbanks-Morse" on any product assures quality.

This is the famous "Z" engine — all sizes with more than rated power — that over 150,000 farmers have backed with $10,000,000—to do their work best. No farm engine ever before has made such a record.

Cuts fuel costs in two — the 3 and 6 H. P. engines giving more than rated power on *kerosene* at *half* gasoline war-time prices.



Dealer's Name and Address

for Her Xmas

THIS is to be the year of useful gifts. Gifts of service and utility. Your Government suggests and recommends this.

The woman who takes pride in the appearance of her home, and most women do, will appreciate a gift of such service and utility as

O-Cedar Polish

Not only as a gift of service and utility but a gift of cheer because O-Cedar brings brightness and beauty to the home. Most women know O-Cedar Polish. They know it cleans as it polishes. It brightens and beautifies all furniture and woodwork.

25c to $3 sizes at all dealers

Dealer's Name - Address

Examples of Very Good Copy Furnished Dealers by Manufacturers

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

Established in 1883 as "The Printer and Publisher"

Published Monthly by The Ravenswood Press
4610-18 Ravenswood Avenue, Chicago, Illinois

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN S. HERBERT - - - - Managing Editor
WILLIAM E. HERBERT - - - - - Business Manager
E. GEORGE ERTMAN - - - - Special Representative

Official Paper of the National Editorial Association
Member National Editorial Association, United Typothetae of America, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO. ILLINOIS, JUNE, 1919

The development of foreign trade is bound to work out to the advantage of all printer-publishers in the United States, resulting in increased business from larger manufacturers wherever industries flourish.

One of the most significant developments of recent years has been the establishment of factories in smaller cities of the country and this development will permit local printing offices to secure the patronage of those who know how to buy printing on a business basis. There is a vast amount of satisfaction in having one's shop comfortably filled with orders from firms sufficiently large as to allow some latitude in the design of their work as well as time for its production.

* * *

The dependence upon one or two firms for patronage is never wise but where one has a few customers upon whom he may largely rely for a considerable quantity of work, the aceptance of small orders in the routine conduct of affairs is made less hazardous.

Cost systems prove that most printers lose money on small orders for envelopes, letter heads, statement heads, etc., but as a matter of fact, it is necessary for them to continue to receive these orders. No one wishes to refuse patronage, nor does he want to gain the reputation of being so independent as to be classed as one whose apparent success has spoiled him.

* * *

Service must ever be the watchword for the printing office which hopes to survive and build up a regular, continuous patronage, but the service must be paid for at a price commensurate with the value received and the securing of the right price requires the exercise of salesmanship. Nothing but mediocrity of attainment is possible for the shop where this fact is not recognized.

* * *

In this edition of the National Printer-Journalist will be found correspondence relative to the government-printing-of-envelopes-evil. As Mr. Palmer contends, there is no reason why the practice should be allowed to continue. More than a quarter of a century ago, the National Printer-Journalist, the Inland Printer and perhaps other trade journals pointed out the injustice of the situation. The National Editorial Association and the United Typothetae of America have repeatedly adopted resolutions and on several occasions sent delegates to Washington to secure relief, but the lobby in favor of the continuance of the nefariousness was too strong and the spasmodic efforts exerted by congressmen were ineffective.

In New York on September 19, 1888, thirty-one years ago, at the second annual convention of the United Typothetae of America, the following resolution was adopted:

"Resolved, that this organization protest against the government of the United States using its great power by entering into competition with the employing printers of the nation in furnishing to the business man, free of extra charge, envelopes printed with business cards ready for use."

Failure to secure a correction of the evil is no excuse for "laying down," but the popular slogan in the last Victory Loan campaign, "Let's finish the job," should be adopted.

* * *

One is frequently reminded that "there is nothing new under the sun." There is universal complaint at present on the part of many printers who are trying to get honest prices for their investment of time and material, but the condition is not a new one, as the following extract from the National Printer-Journalist for July, 1888, is witness:

"The printers are united in most large cities to keep up the prices of wages but in many of those same cities employing printers are cutting down prices so as to make it impossible to pay good wages and live. Every honorable man ought to desire to pay faithful employees well. Where business is properly conducted, good wages will be found more profitable to the proprietor than poor wages. Besides this, every right-minded man should desire much more to build up a substantial, paying business than to vex, annoy, or even to surpass his neighbor. Cutting prices is just as foolish and wrong as are strikes, and the latter are often the natural spawn of the former.

"Next to the folly of cutting prices to defeat or injure a competitor is that of taking work, without computing the cost, in a haphazard, careless way, either through shiftlessness or ignorance."

WOULDN'T TAKE NEWSPAPER—DIVORCE

An unusual court case was tried in the district court at Belleville, Kan., recently which proved the popularity of the "Old Home Paper" as a household necessity. The action was one for divorce and the wife testified that one of her reasons for the action for divorce was because she could not get her husband to subscribe for the Belleville Telescope. Mr. A. Q. Miller, the publisher, said: "So far as this paper is concerned, we are inclined to believe in the fine discrimination of the wife, and that this should furnish perfectly valid grounds for divorce."

UNIQUE CAMPAIGN TO ADVERTISE COUNTY TO ITS PEOPLE

The Maryville Tribune of Maryville, Mo., published the second of a series of full-page advertisements in its issue of May 29th, as part of an intensive campaign to be carried on by the Maryville Commercial Club in the business of advertising Nodaway County, Mo., to its people.

Editor J. F. Hull of The Tribune says: "It is the belief of the Maryville Commercial Club that the good men who have gone from this county to other sections of the country would not have done so if Nodaway County had advertised her superlative advantages to her own people with the same industry and enthusiasm exhibited by those who sought to lure them to other lands."

This campaign has won national attention. The issue of "Printer's Ink" of May 22nd contains the following article upon this subject:

"The stuff that makes brawn, bread and muscle, cattle that furnished food for the armies, were produced here during the war," said the copy in effect; "what are you going to do now? You haven't even scratched the surface of our natural resources, and a tremendous opportunity lies right ahead of you—in live stock, for example.

A boost for the quality of livestock, a statement of the market facilities of the county, and suggestions for marketing by-products of the farm, such as butter, eggs, cream, hides, poultry, and the future of dairy farming, a new industry in the county, made up the remainder of the copy.

"The man who hails from Liege in Belgium will hold his head high through history; to be a Roman citizen has been an honor from ancient times. There is a chance to build civic pride in every community in America, and some form of advertising has increased this most valuable asset since the days when men came from all the world to see the hanging gardens of Babylon.

"When men representing capital and labor get together in a town to work out a plan it is the right plan for that town, in almost every problem confronting the country today the solution is up to the community.

"The responsibility of the community in the future of America can not be exaggerated.

"Selling a community to itself makes better citizens, and it starts a train of thought which has infinite possibilities."

INLAND DAILY PRESS ASSOCIATION MAXIM

On the program of the Inland Daily Press Association appears the following slogan:

"Newspaper Makers would be much better off if they did more smiling, and more pleasant talking, and let some less important man do the routine work."

There is a lot of good business sense in this maxim and it may be adopted to advantage by any one engaged in the printing or publishing business.

FORMER EDITOR LED INTERESTING LIFE

Mr. A. H. Lowrie, former editor of "The Elgin Daily News," who died April 4, 1919, lived a life of usefulness and one of continuous endeavor for the uplifting of his community and promoting the welfare of his fellows.

Mr. Lowrie was born in Berwickshire, Scotland, October 29, 1836. When he was six years old he came to the United States with his parents. There was a family of ten and they made their home in Cleveland, Ohio.

Adam H. Lowrie attended the Cleveland public schools and, upon his graduation, he attended the state University of Michigan. His senior year was passed at Adrian college at Adrian, Mich., and, with his diploma, he received the offer of a tutorship, which he accepted and held for two years, resigning to accept the superintendency of schools at Marion, Ohio. He was superintendent of a school in Cleveland for two years and then became head of the school system in Bellefontaine, Ohio.

He resigned this latter position to take the chair of English literature and political economy at Adrian college. For fifteen years he remained a member of the faculty and for two years was acting president of the institution.

September 11, 1858, he married Mattie B. Pease, a native of Jackson, Mich., who was then teacher of French in Adrian college and who survives him.

Mr. Lowrie became senior proprietor of the Adrian Times and Expositor, piloting it through a successful career until 1882, when he came to Elgin. He bought the Daily and Weekly Advocate there that year and a year later he bought The Elgin Daily News, consolidating the two papers.

The partnership with Willis L. Black in the proprietorship of the newspapers was formed in 1886 and continued until the death of Mr. Black February 9, 1916.

For more than thirty years Mr. Lowrie was a member of the board of directors of The Elgin City Banking Company, an institution in whose growth and progress he took great pride and interest.

During his editorial career Mr. Lowrie was one of the founders and an honorary member of the Inland Daily Press Association. For several years he was treasurer of the National Editorial Association and took great pleasure in the annual excursions of this body of newspaper men to all parts of the country.

In 1892 and 1893 he was United States consul to Freiburg, Germany, under the administration of President Harrison.

He was always active in church work in Elgin and has preached from many of the pulpits there. He was one of the most active in the building of the present First Congregational church structure.

Prominent as Republican

He was present at the birth of the Republican party in 1854, and he has been loyal to that party ever since. He has taken a more or less active part in a great many of the political campaigns. For a quarter of a century he was one of the prominent Republicans in Kane County.

During his lifetime many honors have been bestowed upon Mr. Lowrie. He was the recipient of several college degrees, some of them from the Michigan institutions, and one from the University of Florida, where, as in other parts of the south, he had lectured on political and economic subjects.

VICTORY BONDS FIGURE IN THE 25TH ANNIVERSARY OF THE CHARLES FRANCIS PRESS

On May 1st forty-four of the employees of the Charles Francis Press of New York, including most of the department heads, all of whom had served from 10 to 25 years with the house, received letters of thanks and appreciation for their long and faithful service, enclosing in each instance a Victory Bond. This letter was signed by Charles Francis, the president; Augustin F. Oakes and John A. Wilkens, vice-presidents, and Percival Lathrop, secretary. The first two named were present at the birth of the concern, Mr. Francis being the boss and Mr. Oakes, all-around office boy. Mr. Oakes has therefore risen from the humblest position to the vice-presidency of this leading printing house.

The little second-hand outfit over which Mr. Francis presided in 1894 has grown to an equipment that covers nearly 100,000 feet of floor space in the Printing Crafts Building, which has a capacity of about $1,000,000 worth of printing annually, exclusive of paper. The modern machinery is pretty well known, having been pictured in the "movies" and used in Mr. Francis' lecture on "Fifty Years in Printing." A considerable part of the time much of it is called upon to work two shifts, and for a number of years it has been the boast of the house that "we print a publication every business day of the year.'

Mr. Francis has always credited his success largely to the spirit of co-operation he was able to secure from his men, and one of his slogans has been "I want men to work with me, not for me." The great plant he has built up will live long as a monument to the Father of the Printers' League, the man who has done so much to promote "consultation, conciliation and arbitration" in the printing trade of America.

"DEMOCRACY" SET TO BEAUTIFUL MUSIC

A dozen leading American composers vied with each other to supply music for "Democracy," a poem which was published in the National Printer-Journalist several months ago, and which has been hailed as a new national anthem of world-wide significance, reflecting faithfully the spirit of the times. It has received the warm praise of a multitude of eminent men, among them President Poincare, of France; Premier Lloyd George, of England; former President Taft; four members of President Wilson's cabinet; Speaker Champ Clark, Cardinal Gibbons, Dr. Lyman Abbott, Edwin Markham, Francis E. Clark, founder of the Christian Endeavor Society, Rabbi Krauskopf, Ella Wheeler Wilcox, W. Bourke Cochran, Amelie Rives Troubetskoy, Geraldine Farrar, Booth Tarkington, Richmond P. Hobson, Robert B. Mantell, Clark Howell, Lilian Whiting, and hundreds of others.

Among the composers who set "Democracy" to music were some distinguished musicians, who had written operas and many songs. An impartial committee, of which Sigmund Spaeth, a well-known New York musical editor and director of community singing, was chairman, judged the compositions without knowing the names of the composers, and announced that all the versions were of unusual merit, but the one which later proved to be by Carrie Jacobs-Bond, author of "Perfect Day" and other celebrated songs, was entitled to first place. Mrs. Bond's setting has now been placed on sale throughout this country and in Europe, and already a separate edition for quartette singing has been called for and also supplied.

ISSUES MEMORIAL EDITION

The Hartford (Wisconsin) Times took advantage of the Memorial Day occasion by presenting the portraits of 138 faces of Hartford's military unit which saw sixteen months' service in France and recently arrived home.

The Times is a seven-column paper and the special edition for May 30th was of twelve neatly printed pages. Most of the space in this edition of the paper was occupied by a most interestingly written account of the exploits of the 32nd Division on battlefields of France.

The grade of paper was the very best print, which permitted the showing of many halftones to great advantage. Several of the advertisements displayed commendable artistry. Evidently the illustrations for several of the larger ads are those which have been sent by the advertisers and The Hartford Times management has been wise enough to take fullest advantage of this kind of service. Mr. Clarence R. Hathaway is the managing editor of the paper and has every reason to be proud of the publication.

AN ENTERPRISING NEWSPAPER

Yellville, Marion County, Arkansas, may not be found upon the maps of the state published 25 years ago, but the "Yellville News and Mining Reporter" has been one agency for putting the little city where it belongs.

The Yellville News and Mining Reporter is filled with local news and feature articles as well as with a large quantity of advertising. The paper bears evidence of being progressive and abundantly resourceful, with a purpose to co-operate with everything that has to do with the welfare of the community and district. It is published by Hand Brothers.

"NEWSPAPERMEN HATE THEIR OWN MEDICINE"

Jason Rogers

In a letter to the editor of this journal, commenting upon the subject of general advertising, Mr. Jason Rogers, publisher of the New York Globe, says: "The trouble with most newspapermen is that they hate their own medicine. Advertising from the newspaper standpoint is something that comes in over the counter.

"It is all well enough to talk advertising, but the average newspaperman has not got the guts to pay out real money to advertise the advertising which he has for sale."

AN INTERESTING NEBRASKA WEEKLY

The Kenesaw Progress of Kenesaw, Neb., announces in its issue of Thursday, May 29th, that Mr. and Mrs. W. W. Maltman are journeying west in a new automobile, visiting points in Colorado and Wyoming. It is probable that Mr. Maltman will establish or buy a newspaper property in one of the sections of the country they are planning to visit. On March 13, 1919 the Kenesaw Progress was consolidated with the Kenesaw Sunbeam, of which Mr. Maltman was the editor-publisher. The "Progress" is full of news and has a very considerable advertising patronage. The editor is Mr. John A. Barker. One of the features of this paper which attracts attention of the casual examiner is the publication of the advertising rates on the editorial page. Display is only 15 cents per inch per insertion and "all local and display advertisements will be run until ordered out unless otherwise specified when accepted by the publisher."

NEWSPAPER FRIENDS HONOR IRISH PRINTER-PUBLISHER

Recently, Mr. Wm. Darragh was honored by the Belfast, Ireland, newspapers, of which he was the Secretary and by the Belfast Printing Trades Employers' Association, in commemoration of his retirement from the services of the "Northern Whig," with which he had had forty-one years' association, the last thirty-five in the capacity of manager. A check of a handsome amount was presented to Mr. Darragh. Mr. Darragh said that during his management of the "Northern Whig," he had been much in touch with the press and the printing trade of Belfast, and indeed of the whole of Ireland, and it was exceedingly pleasant to him to feel that he had so many good friends.

AN ENTERPRISING NEW YORK STATE WEEKLY

The Lyons Republican, of Lyons, N. Y., is one of the most enterprising newspapers in the great Empire state. Much of the display advertising is set according to the recommendations of graphic artists and the news features furnish everything necessary for carrying the fullest information to every subscriber. The issue of April 25th was the first one to be printed in the new home of The Republican.

Mr. Charles H. Betts, the present editor and general manager of The Republican, announces that he has conducted the publication for nearly twenty-two years, during which time the paper has doubled its circulation and tripled in advertising patronage, and adds, "It has been the ambition of the editor to give the public a live, clean, well-edited, progressive country newspaper, one that would lead and not follow, educate and not echo.

"While subsantial progress has been made toward our ideal, yet it has not been realized. With the latest modern improvements and increased facilities, we hope to make still further progress.

"Where we were handicapped by lack of floor space in the old plant, we now have plenty of room to place machinery and equipment where work can be done in the most efficient manner. Presses and typesetting machines purchased not long ago were moved from the old plant, as was also part of the office equipment, but everything else is new."

Mr. Betts has many friends in the fraternity throughout New York and adjoining states who contributed articles for the special edition. Among these were Will O. Greene, the president of the New York State Press Association and editor of the Monroe County Mail; Mr. Frank E. Gannett, former president of that association, editor of the Rochester Times-Union; Charles F. Milliken, president of the Western New York Publishers Association and editor of the Ontario County Times, Hon. Edward H. O'Hara, publisher, The Syracuse Herald, and others.

PENNSYLVANIA PAPER ISSUES VICTORY EDITION

The Beaver (Pa.) Daily Times recently published a splendid victory edition in many sections, with a total of 122 pages, emphasizing the part played by Beaver County in winning the war.

The edition served also as a formal welcome home to the boys back from war.

The first issue of the Beaver Times was issued about forty-five years ago. John L. Stewart of Washington, Pa., president, and E. L. Freeland of Beaver, active manager and secretary-treasurer, are owners of the Times.

LIFE ONE OF SERVICE TO PUBLISHERS

For 25 years, the late Mr. Frank J. Meyst of Minneapolis, had continuously sought to be of service to his friends and especially the editors and publishers of the northwest. Personally known to the editors of the National Printer-Journalist for a generation, there was no one in any part of the country with whom it was a greater delight to meet in fellowship. Mr. Meyst was a prominent member of the Masonic fraternity but did not confine his fraternalism to the order. People of all walks of life knew him and loved him.

Entering the business of the Western Newspaper Union in its early inception, he helped to develop it and the officials of that now powerful organization attribute much of their success in the Northwest to Mr. Meyst's unswerving loyalty and continuous, devoted effort.

For many years Mr. Meyst was a leading figure in the activities of the Minnesota Editorial Association. He was one of the trio, H. P. Hall and Capt. C. C. Whitney being the other two members, acting for years as the executive committee of the association and managing its summer excursions, which took Minnesota editors in special trains and chartered boats to the various world's fairs, tours on the Great Lakes, to the Canadian Northwest, Colorado, Washington and other long sightseeing excursions. Mr. Meyst was the sole survivor of this trio, and up to the time of his death continued on the executive committee of the association.

Frank Jay Meyst was born January 23, 1858, at Amsterdam, Holland. His parents, Peter Meyst and Nellie Faber Meyst, came to America with five other families when Frank was eight years old, and bought a section of land in Silver Creek township, Wright County, Minn. Parents and children worked on the farm, and Frank had little chance to attend school, but at twelve years of age he left the farm and went to St. Cloud, where he spent 18 months in the office of the St. Cloud Times, learning the printer's trade. He then went to St. Paul and entered the employ of H. P. Hall, veteran newspaperman and director of the St. Paul Newspaper union, publishing ready-print sections for country newspapers. This began a 20-year associaion with Mr. Hall, one of the best known figures in Minnesota journalism.

Mr. Meyst followed Mr. Hall to the St. Paul Globe, holding various positions on that paper. He made some excursions during those years into country journalism, founding the Brainerd Dispatch and Osakis Observer. In 1885, when Mr. Hall sold the St. Paul Globe to Lewis Baker, Mr. Meyst joined him in founding the Mutual Benefit Publishers' Association, another ready-print organization. This was sold two years later to the A. N. Kellogg Newspaper Company, of which Mr. Meyst became resident manager, handling their business in the Northwest. This company several years ago was merged with the Western Newspaper Union, and Mr. Meyst continued to look after the affairs of that company in this territory, serving country newspapers with plate matter and ready-prints all through Minnesota, northern Iowa, the Dakotas, and part of Wisconsin.

Mr. Meyst died May 7th of kidney and heart trouble after an illness of ten days.

FORTY-TWO IOWA PUBLISHERS USE COST SYSTEM

The recent questionnaire report compiled by Professor Harry R. O'Brien of Ames for the Iowa Press Association showed that forty-two publishers and printers had some sort of a cost system, and fifty-nine none. And of those 126 reporting, ninety-one now have advertising rate cards.

Even a cash-book cost system is better than none, and can be made by simply dividing the cash book receipts into columns designated as "subscription," "advertising," "job work," etc., with a like description for expense accounts, as "labor," "job stock," "miscellaneous," etc., states Professor O'Brien.

A balance is thus drawn easily every week or month, and at the end of the year an income tax report can be made from it—and should be if the publisher is getting adequate rates and pushing business as he should.

As for the advertising rate cards—no publisher should expect to get foreign advertising business without considerable discussion and difficulty with agents unless he has a rate card that is fair and frank and strong enough to settle the fact that he has one, real, bona-fide rate for his advertising and that he stands pat on it.

MINNEAPOLIS PRINTERS TO LAUNCH AD CAMPAIGN

Residents of Minneapolis soon will begin to learn all about the printing industry. Figures are to be published in the form of newspaper advertising soon to commence and to extend for approximately one year.

Decision to this effect was made by members of the Minneapolis Typothetae at a meeting at which sixty printer employers were present.

The figures will show, according to officials of the organization, that the printing industry pays more salaries in proportion to the amount invested than any other industry.

GOOD NEWSPAPERS MUST PAY

By T. F. McPherson

Business Manager, Madison (Wis.) State Journal

[Paper read before meeting of Inland Daily Press Association, Chicago, May 20th.)]

What would you name as the elements which determine whether or not a newspaper is a success?

Is it the mere fact that the investment returns large dividends?

If a newspaper is without competition in its field, no great measure of ability is required to make it financially profitable. The art of accounting tells the story of the costs.

To make such a property pay in dollars and cents is simply to add the proper percentage above the costs to determine the selling price of advertising space to yield a net profit of 15 or 20 or 30 per cent, to accommodate the publisher's idea as to what constitutes a fair profit.

But suppose a publisher with a venturesome disposition fancies entering a given field where he encounters a run-down organiation, inferior equipment in his new property and competition with unlimited subsidy that makes no pretense of operating upon a legitimate basis, running wide-open papers that would bankrupt even a well established property with fair subscription and advertising rates.

There is a firm conviction in my mind that were a system devised by the Inland Daily Press Association that would enable publisher members to adopt a standardized form of monthly analysis of their business, copies of same to be filed with a designated authority of this association and available for reference, many of us would find that we have a long, long way to travel to reduce our properties to a cost producing level with that under which many of our fellow publishers operate.

Educational Force Vital Factor

I believe that the greatest newspaper in a given field is that newspaper which wields the greatest educational force therein. I believe that the American people will no longer support a newspaper that leaves it to them to discover what is false and what is true and that the people want the newspaper that will ferret out the truth for them and give them the truth.

The trend of the modern American newspaper is distinctly toward service and no man is fit to go into newspaper work today unless he is inspired with a patriot's purpose and a soldier's courage and determination. All others are unfit. If we are to have a better America, a cleaner America, a happier and more prosperous America, it is to come through the service of the American newspaper.

The newspaper's ability to serve is proportionate to its earnings unless it is a subsidized press, and no self-respecting publisher could be long content to pilot such a bark through the seas of modern journalism. The newspaper must be made to pay.

And that thought leads to the vital problem that confronts every publisher every day of his life: how to make his property produce in net earnings up to its maximum capacity.

Information "Pool" Wanted

Because I want to travel the road to "maximum earnings" via the shortest route, I look to men of experience to supply data as to costs and conditions of production under their management that I may without loss of time compare the cost and conditions in the plant under my care with the result of their effort and thus establish the most favorable economical condition of operation to build upon.

After all, is it not an important part of the Inland Daily Press Association to supply that information for those members who need it?

It seems to me that newspapers have not, in the past, used the power and influence of their vast circulations with any degree of consistency in self defense when occasion arose. If, for instance, when we were fighting to maintain a fair postal rate, had a campaign of education been carried on through the columns of every newspaper thoroughly informing the public as to the facts in the case, public opinion would have operated to force just legislation.

Publishers constantly confronted by local problems often find it difficult to concentrate upon questions that affect the industry generally.

If the Inland Daily Press Association had a secretary whose remuneration was such as to make it profitable for him to devote all his time and energy to Inland interests, the time of this officer could be directed, when necessary, to creating propaganda for release in the papers of all members.

One publisher expressed the opinion that the idea of newspapers employing a press agent would be considered ridiculous by the public. Personally, I cannot agree with that viewpoint. On the contrary, I think it would indicate to intelligent space-buyers that publishers placed such value and faith in the power of their organs as to warrant the additional expense of employing specialists to prepare the copy when important publicity campaigns are launched.

AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

PLANS FOR N. E. A. CONVENTION GETTING BETTER DAILY

By Frank P. Goss, Chairman National Editorial Convention Committee, Washington State Press Association and Member of Seattle Press Club Committee

Washington will entertain the National Editorial Association convention five days, beginning Wednesday, August 13th.

The annual convention of the Washington State Press Association will be held in Seattle beginning Thursday, August 14th.

Arrangements for receiving the delegates to both conventions are nearly complete. The committee representing the Press Club of Seattle waited on the trustees of the Chamber of Commerce and Commercial Club Tuesday, May 13, and after detailing the tentative program of entertainment was assured that the committee would receive full co-operation from the big commercial body. The same committee waited on a committee of the Tacoma Commercial Club Tuesday, May 20, and suggested a joint program in connection with the trip to Mount Rainier.

Will Wilke, chairman of the Victory Tour special, writes:

"I believe I can safely state the editorial party will reach Tacoma, Wednesday, August 13, at 1 p. m. The party will be in Seattle Thursday, August 14, and remain there until Sunday night. The accommodations on the special train from the far East are now arranged for 225 persons, and this is the number you may figure upon from this source. I am quite sure the train will be filled as registrations are now coming to indicate this number. To the 225 from this source you should allow for additions from Idaho, Montana, California, some Colorado points and Oregon."

E. E. Brodie, of Oregon City, member of the executive committee National Editorial Association, and the only Pacific Coast man on the board, writes:

"Oregon is ready for the national editors. We have planned the most elaborate entertainment ever given a visiting body. It will be a great day for Oregon journalism when the National Editorial Association convenes here in August."

W. P. Strandborg, prominent newspaperman and publicity expert of Portland, was in Seattle recently. "Oregon is spending $10,000 on the entertainment of the national editors," he said. "We have been working on the program for six weeks. It is to be one of the big events of the year in our state, ranking with the Rose Show in importance."

Washington will make good on entertainment, too.

Here are some of the program features:

Trip to Mount Rainier and lunch at Tacoma.

Cruise on Puget Sound, including outdoor banquet at Bremerton.

Trip through Lake Washington canal.

Banquet to all delegates given by the Seattle Post-Intelligencer, Seattle Times and Seattle Star, followed by dance.

Theatre party and lunch for visiting ladies at Seattle.

Stag party at the Seattle Press Club.

Automobile trip over Seattle parks and boulevard system and lunch.

President Hardy will be invited to "see Seattle from on high" in a Boeing aeroplane. Senator Poindexter made the trip to Bremerton during his recent visit. Mr. Hardy will be given all the thrills that go with the flight, such as looping the loop, the nose dive, the jazzy flip-flop and the corkscrew wiggle.

Special hotel rates have been granted by the New Washington, which will be convention headquarters; the St. Regis, Washington Annex, Savoy and Frye. Make your reservations now and state that you will be a delegate to the convention.

Remember the dates of the Washington State Press Association, Thursday, August 14, to Sunday, August 17.

Have you any suggestions to offer for entertainment, especially the fun-features? If so, send them in.

Applications are also requested for the position of chief riotmaster to conduct the entertainments. State qualifications.

INLAND DAILY PRESS

The convention of the Inland Daily Press Association was held in Chicago, Tuesday and Wednesday, May 20 and 21, and the meeting was one of the most profitable held in many months.

One of the chief subjects of discussion was the serious shortage of trained men, especially machinists, and the members were anxious to hit upon some remedy which would overcome the present shortage and prevent the higher wages which will surely follow a continued shortage.

Urey Woodson also brought up another question which he feels is important and that is the probable effect of recent Federal labor legislation upon circulation of small town dailies. The Federal law referred to was the one recently enacted which prohibits the working of boys under the age of 16 in factories before 6 A. M. or after 7 P. M. Mr. Woodson was of the opinion that a newspaper might be interpreted to mean a factory and the employment of carrier boys might constitute a breach of the law.

E. E. Johnston of the Iowa City, Iowa, Citizen, presented a plan regarding the matter of preparing a standard form cost sheet, and the plan was given close attention by the editors. Mr. Johnston has used this plan with great success in his own business. A commit-

tee will be appointed to prepare a form for the use of the members of the association.

T. F. McPherson, business manager of the Madison (Wis.) State Journal, delivered an address on "The Power and Influence of Newspapers."

The Inland Publishers were guests of the advertising council of the Chicago Association of Commerce for luncheon. Governor S. R. McKelvie of Nebraska, editor of the Nebraska Farmer, was the principal speaker.

He admitted in his address that advertising was responsible for his election—that he had been judiciously advertising for the job for ten years. He also pointed out that advertising is a very potential agency in meeting reconstruction problems.

Jason Rogers, publisher of the New York Globe, also spoke at the luncheon. He pointed out the record made by advertising during the war, and prophesied a growing use of advertising during the reconstruction period.

The publishers were the guests of the Al Woods Theatre at a performance of Bertha Kalich in "The Riddle Woman."

The publishers in attendance at the convention are interested in securing some of the big advertising contracts and ways and means are being considered for going after the big agency appropriations.

The following new members were elected:

Galesburg (Ill.) Evening Mail, Alton (Ill.) Evening Telegraph, Mankato (Minn.) Daily Free Press, and South Haven (Mich.) Daily Tribune.

The officers of the association for 1919-1920 are:

President, A. W. Peterson, Waterlool (Ia.) Courier; secretary-treasurer, Will V. Tufford, Clinton, Ia.; vice-presidents, Urey Woodson, Owensboro, Ky.; E. L Sparks, Hannibal, Mo.; J. R. Wheeler, Quincy, Ill.; A. E. Kettle, Kalamazoo, Mich.; D. B. Worthington, Beloit, Wis.; E. F. Rogers, Winona, Minn.; James H. Pearson, Grand Forks, N. D.; Walter H. Ball, Huntington, Ind., and F. W. Woodward, Dubuque, Ia. Directors, Frank P. Hanafin, Elgin, Ill.; H. G. White, Winona, Minn.; N. B. Black, Fargo, N. D.; George D. Lindsay, Marion, Ind.; E. E. Johnson, Iowa City, Ia.; Urey Woodson, Owensboro, Ky.; E. L. Sparks, Hannibal, Mo.; George Campbell, Owosso, Mich., and Frank H. Burgess, La Crosse, Wis.

ARKANSAS PRESS ASSOCIATION

The forty-seventh annual convention of the Arkansas Press Association was held recently at Little Rock, and many new members were taken into the "fold."

A resolution was adopted indorsing the movement for the celebration of the state's centenary as a territory this year, in connection with the centenary of the Arkansas Gazette, the second oldest newspaper west of the Mississippi river. It was resolved that the Arkansas Press Association request the governor to appoint a committee consisting of one member from each county and 25 members at large, and request them to meet in Little Rock at an early date to make definite plans for a suitable celebration and program to be carried out for the week of November 17 to November 22.

It was decided to change the time of meeting for the annual convention from May to the first part of June, which is not such a busy time for publishers.

A resolution was adopted favoring the stand Gov. Brough has taken in vetoing bills enacted by the legislature for the repeal of the publicity act and of the movement for the construction of improved highways over the state.

The Marianna Courier-Index, the Russellville Courier-Democrat and the Benton Courier won the three prizes of $50, $30 and $20 for better makeup, presswork, neatness and arrangement of advertisements and general appearance of the paper. Twenty-three papers entered the contest.

Capt. J. C. Jolly of Warren told something of war as he had seen it. Walter B. Williams of Brinkley led in a discussion on how to raise the subscription of the weekly paper to $2. The association had lunch at the state penitentiary. A convict orchestra furnished music and negroes danced. Mrs. L. A. Allen of the Little Rock conservatory gave several readings. C. A. Berry of Huttig presented, on behalf of the association, a fountain pen to T. L. Pound of Danville, who was president two years ago, and sent a fountain pen to W. F. Turner of Atkins, who was financial secretary at the same time. The editors had their pictures taken in a group at the state penitentiary, with three editors dressed in the suits of convicts.

The following are the names of the new members:

C. C. Whittington, Monticello Advance; Mrs. Ethel Sumerow, Rison Herald; H. R. Lucas, Lincoln Ledger, Star City; A. W. Lavasque, Crossett Observer; Charles T. Shankle, Arkadelphia Standard; W. A. Wenrick, Marshall Mountain Wave; C. O. Wahlquist, Earle News and Parkin Sentinel; W. H. V. Wahlquist, West Helena Democrat; Curtis B. Hurley, Camden Beacon-Herald; John F. D. Aue, Fort Smith Times-Record; F. Wallick, Mammoth Springs Monitor; C. C. Hudson, Dierks Banner; Clyde E. Bowman, Hazen, Grand Prairie Herald; T. J. Bowers, Searcy News; J. M. Dillon ,Cotton Plant, Woodruff County Democrat; I. L. Franks, Imboden Journal; Jared T. Trevathan, Batesville Guard; J. T. Alderson, Malvern Meteor; J. C. Brookfield, Wynne Democrat, and C. E. Ferguson, Nashville News. Associate members, George Rose, Western Newspaper Union, Little Rock, and Thomas F. Noonan, Mississippi Valley Paper Company, St. Louis.

The officers for the ensuing year are: Louis Spence, Piggott Banner, president; Walter B. Williams, Brinkley Citizen, first vice-president; Capt. J. C. Jolly, Warren, second vice-president; W. J. Douglass, Berryville, third vice-president; R. O. Schaeffer, Little Rock, recording secretary; Clio Harper, Little Rock, corresponding secretary.

OKLAHOMA PRESS ASSOCIATION

The following officers were elected at the closing session of the annual outing of the Oklahoma Press Association at Medicine Park: J. W. Kasper of the Grady County Star, Chichasha, president; R. M. Elam, publisher of the Ponca City News, was elected first vice-president; J. L. Newland, Frederick Leader, second vice-president; Mrs. Byron Norrell, Ada News, third vice-president. The new executive committee includes Frank Woollard, Cleveland Leader; Tams Bixby, Muskogee Phoenix; E. L. Gregory, Ardmore Statesman; L. M. Nichols, Tulsa Democrat; Mrs. Blanche Lucas of Oklahoma City, Ed Ingram of Kingfisher Free Press, Charles Seely of the Sayre Headlight, R. M. Elam of the Ponca City News. Edgar Bronson, editor of the El Reno American, was re-elected secretary-treasurer.

The cash prize offered by the linotype company for the best weekly newspaper was awarded to the El Reno American.

President Anderson was elected to a newly created office—that of state secretary—in order that he could continue several very important policies inaugurated under his administration. Of these the most important

was the adoption of the new state schedule of printing. In Oklahoma all state printing is contracted for by the state board of affairs, of which the new president, Mr. Kayser, is a member, and the secretary of which is U. S. Russell, also a member of the association. State printing has been paid for under a scale adopted many years ago which was entirely inadequate to present costs. Through the efforts of Mr. Anderson, Mr. Russell and Mr. Kayser, a new schedule has just been adopted after being formulated by a committee from the state association, several job printing and binding experts, supply men and the board of affairs, and the new schedule is based entirely upon the latest typothetae costs. The schedule will prevail for all work done for the state of Oklahoma, and the association now will work for its adoption for all county and municipal work, and then for all commercial work for private individuals. Ex-president Anderson will devote the next year to lining up printers in the state for its universal use.

The association voted to hold four state meeting each year instead of three. The first will be the spring convention at whatever city is decided upon; the second will be the outing the first week of August at Medicine Park, the third, the September meeting at the Oklahoma state fair, Oklahoma City, and fourth, the mid-winter business meeting at Oklahoma City.

NORTHERN CALIFORNIA EDITORIAL ASSOCIATION

The annual meeting of the Northern California Editorial Association was held recently at Oroville.

Bert Tregallis, advertising manager of the Sacramento Nonpareil, and Morris Oppenheim, editor of Western Advertising, gave addresses on the subjects of the newspaper from the point of view of the advertiser, and on the possibility of developing local industries into ration-wide activity by encouragement in the home papers.

Addresses were made by A. W. Gluckman, Marysville Democrat; Leo Smith, Marysville Appeal, and W. F. Mixon, Woodland Mail.

Service to advertisers and the further development of rational advertising were the chief topics of discussion.

State Treasurer F. W. Richardson discussed legislation affecting newspapers in the last legislature.

The fall meeting will be held in Santa Rosa in conjunction with the North Bay Counties Editorial Association.

The following officers were elected: George C. Mansfield, editor of the Oroville Daily Register, president; A. W. Gluckman, publisher of the Marysville Democrat, vice-president; State Controller John S. Chambers, formerly managing editor of the Sacramento Bee, secretary; and Alden Anderson of Sacramento, formerly lieutenant-governor of California, treasurer.

NORTH CAROLINA PRESS ASSOCIATION

The annual convention of the North Carolina Press Association will be held July 30-31 at Wrightsville.

The program for the convention has not yet been arranged, but many good things have been promised.

The association has about 125 members and most of them are expected to be present at the meeting.

SOUTH CAROLINA PRESS ASSOCIATION

The officers and executive committeemen of the South Carolina Press Association met in Columbia and decided on Greenville as the place for the annual meeting of 1919. The convention will be held June 25, 26 and 27.

The president and other officers will immediately begin the preparation of the program. It is probable that a number of the editors will be asked to prepare brief discussions on the various phases of newspaper-making in South Carolina.

A large attendance is expected.

SOUTHEAST MISSOURI PRESS ASSOCIATION

A meeting of the Southeast Missouri Press Association was held recently at Charleston, at which the following officers were elected: O. W. Chilton, Caruthersville, President; A. W. Bradshaw, Farmington, vice-president; Dan Cameron, Bonne Terre, recording secretary; O. S. Ferguson, corresponding secretary; Dwight F. Brown, Poplar Bluff, treasurer.

The 1920 meeting will be held in Caruthersville.

WISCONSIN FEDERATED PRINTING AND PRESS ASSOCIATIONS

The annual meeting of the Wisconsin Federated Printing and Press Associations will be held at Waukesha, July 18-19. This was decided upon at a conference held here between the presidents of the Wisconsin Press Association, the Wisconsin Daily League and the Wisconsin Ben Franklin Club, which are the organizations composing the federation.

LOUP VALLEY EDITORIAL ASSOCIATION

The Loup Valley (Neb.) Editorial Association held a very interesting and profitable meeting at St. Paul recently.

No regular program had been prepared, but most of the convention time was devoted to profitable round table discussions led by Field Secretary Buck.

W. G. Rood of the North Loup Loyalist is president of the association, and P. S. Peterson, of the Dannebrog News, secretary and treasurer.

MICHIGAN PRESS AND PRINTERS FEDERATION

The annual convention of the Michigan Press and Printers Federation was held at Grand Rapids June 5, 6 and 7.

The first day and the morning of the second were devoted chiefly to the discussion of printing matters. The program for the newspaper section was as follows:

President's address; appointment of committees; "Our Legislative Program, Past and Future," A. B. Glaspie, Oxford Leader; discussion led by M. H. DeFoe, Charlotte Republican; "Postal Regulations, Zone System, Classification in Mailing, etc., in Regard to Newspapers," A. W. Huckle, Reed City Herald; discussion led by H. A. Thompson, Williamston; "Newspaper Accounting and Office Organization," Webb McCall, Ithaca Herald; discussion led by C. DeVos, Coopersville Observer; "Cash-in-Advance Subscriptions," C. E. Cooper, White Cloud; discussion led by J. H. Hollock, Imlay City Times; "Why Should Newspaper Men Attend Their Conventions and What Is Needed to Get Out More to Meetings?" Walter L. Ford, Brooklyn Exponent; discussion led by James B. Haskins, Howard City Record; "Memorial," William P. Nesbett, Big Rapids; "Comparison of Old and New Business Methods of Weekly Papers," W. R. Cook, Hastings Banner; discussion led by A. D. Gallery, Caro, Advertiser; "Getting Business for Country Weeklies," A. J. Usher, Charlevoix Courier; discussion led by William Beebe, Parma News; "A Field Secretary," Sim R. Wilson, Saline Observer; "Shop Talk"; election of officers; committee reports.

IOWA PRESS ASSOCIATION

The recent questionnaire report compiled by Prof. Harry R. O'Brien of Ames for the Iowa Press Association shows that 42 publishers and printers had some sort of a cost system and 59 none. And of those 126 reporting, 91 now have advertising rate cards.

NORTHERN MINNESOTA EDITORIAL ASSOCIATION

The annual outing of the Northern Minnesota Editorial Association will be held June 27, 28 and 29 at Bemidji, and T. C. Morris, premier of the province of Manitoba, and Gov. Burnquist will probably be the leading speakers.

The secretary, A. G. Rutledge, expects the meeting to be the largest in the history of the association.

No extensive program has been arranged, but those in charge expect to make the outing one of the most enjoyable the Minnesota editors have ever attended.

The Birchmont Hotel will be convention headquarters.

ALABAMA PRESS ASSOCIATION

The executive committee of the Alabama Press Association, including H. S. Doster of the Prattville Progress, O. M. Dugger of the Andalusia Star, Frank Julian of the Sheffield Standard, Secretary Hard, Birmingham, and President A. W. McCullough of the Gladstone Journal, held a meeting at Birmingham and designated Andalusia as the meeting place of the 1919 convention. The conference will be held June 26 and 27 and will be in the nature of a celebration of the fiftieth anniversary of the association. An interesting program is being prepared by President McCullough.

NEW YORK STATE PRESS ASSOCIATION

The New York State Press Association will meet at Saratoga June 25, 26 and 27. A banquet will be one of the features at which Col. George Harvey, editor of the North American Review, and Chancellor James R. Day of Syracuse University will speak.

Mr. C. H. Betts of Lyons, N. Y., chairman of the executive committee, says of the event, "We expect to have the greatest convention in the history of the State Press Association. In view of the fact that the peace treaty will probably be signed before the meeting it is our purpose to make it a real Victory Convention."

PROGRAM OF TEXAS PRESS ASSOCIATION

Meeting at San Antonio, June 12-14, 1919—Sam P. Harben Secretary, Richardson, Texas

"Is the Public Office a Public Trust or a Sinecure?" Gov. W. P. Hobby; Lieutenant Gov. W. A. Johnson; State Comptroller Henry B. Terrell; Railroad Commissioner Clarence E. Gilmore; Commissioner of Insurance and Banking Geo. Waverly Briggs; Fish and Game Warden, William Green Sterrett, Austin.

Musical Selections—Mr. and Mrs. R. T. Craig, Review, Athens.

"How I Secure Foreign Advertising"—Buford O. Brown, Record, Vernon; John Hibdon, Enterprise, Pecos.

"Taking Wild Cat Oil Advertising"—Geo. A. Boynton, Herald, Hamilton; W. A. Smith, News, San Saba.

"Propaganda Advertising"—Dean Will H. Mayes, School of Journalism, Austin; John F. Lubben, Managing Editor, News, Galveston.

"Just Rambling"—James H. Lowry, Signal, Honey Grove.

"Reading"—Mrs. Gertrude Hulbert Alkire, San Antonio.

"Putting Needed Jazz into the State Organization"—Arthur Lefevre, Jr., Texco Star, Houston.

"Zone System of Postage for Publications"—Congressman J. J. Mansfield ,from Ninth Texas District.

"Patriotic Session"—Hon. R. E. L. Knight, Dallas; Hon. A. Pearl Barrett, San Antonio; Mrs. J. L. Landrum, Texas Girls Canning Clubs, Austin; Presentation of Service Flag; Addresses by Red Cross and Y. M. C. A. workers who have seen "overseas" service; Music, Military Band; Address, Commanding Officer, Camp Travis.

"Musical Selection, Patriotic"—Mr. and Mrs. R. T. Craig, Review, Athens.

"Memories"—Judd Mortimer Lewis, Post Houston.

"Exchanging; Better Fraternal Feeling as a Result"—Col. Wm. A. Brown, editor Texas Fireside and Bulletin, Arlington.

"The Follow-up System on Subscription Expirations"—Sam A. Roberts, Free Press, Haskell; J. W. Harrell, Citizens-Journal; Atlanta.

"Getting Rich in the Oil Game"—Edgar P. Haney, Tribune, Wichita Falls.

"What the Texas Press Association Can Do for Advertising"—O. S. Bruck, Vice-president, Southwestern Advertising Co., Dallas.

"Why? Applying to News and Job Stocks"—Harry Olmstead, Manager Southwestern Paper Co., Dallas.

"Advertising in Texas-Co-Operation with Results"—Hon. W. C. D' Arcy, Advertising Agency, St. Louis.

"The World's Messenger—the Press"—Mrs. J. L. Landrum, Austin.

"A Fish Out of Water—or a Penny Ante"—Major N. P. Houx, former publisher Daily Herald, Mexia.

"Printing the News as it Happens—Without Hope of Reward"—Jos. O. Boehmer, News-Guide, Eagle Pass.

"Advertising—Taken from Various Angles"—Dr. S. P. Brooks, President Baylor University, Waco.

"The Necessity of Closer Relationship Between State and National Association"—Hon. Geo. E. Hosmer, Chairman Legislative Committee, National Editorial Association, Denver, Colo.

"The Managing Editor"—Tom C. Gooch, Times-Herald, Dallas.

"Legislation — Needed Changes" — Lee Satterwhite, President Panhandle Press Association ,Editor Herald, Panhandle.

"Annual Essay"—Miss Irene Davidson, College of Industrial Arts, Denton.

"Annual Poem"—Miss Margie Neal, Carthage.

"Annual Oration"—Geo. Waverly Briggs.

A MOST INTERESTING MEETING

One of the most interesting printers' meeting ever held in Cleveland occurred on the evening of May 29th when the Miller Saw-Trimmer Company of Pittsburgh, gave a practical demonstration of their machines to the members of the Cleveland Printing Pressmen's Union No. 56.

The meeting, which was held in the plant of the Chandler & Price Company, was called to order promptly at 8 o'clock by Mr. Eugene St. John, Secretary of the Pressmen's Union, who introduced Mr. Walter H. Smith, Vice-President and General Manager of the Miller Saw-Trimmer Company, who addressed the members on the subject, "Construction, Erection and Adjustment of Miller Feeders."

An amusing but true to life stunt was pulled off when Mr. Smith, acting as a demonstrator, instructed Mr.

Arthur Rager, who erected the feeders and who posed as a pressman, how to operate Miller Feeders.

At the close of Mr. Smith's address, the company's two-reel motion picture film was shown by Mr. Theo. R. Foster, Special Sales Representative, assisted by Mr. D. J. Burns, Ohio Sales Representative. Pictures of Feeders and Saw-Trimmers in operation in plants in various parts of the country were shown, including views recently taken in the plants of The Calvert-Hatch Company and The Caxton Company of Cleveland.

The demonstration of the 10x15 and 12x18 Miller Feeders attached to C. & P. presses was in charge of Mr. L. Johnston of Doyle & Waltz, Cleveland, who enjoys the distinction of having operated the first Miller Feeder installed in Cleveland in 1913.

A two-color job was fed to a hairline register, the black being run on a 12x18 and the red on a 10x15 at speeds up to 2,200 impressions per hour. A large number of sheets were fed through the press four times with perfect register.

The demonstration was a big success and the many pressmen in attendance were convinced that the Miller Feeders not only feed to a hairline register but they eliminate finger marks, reduce spoilage to a minimum and produce double the production of the most expert hand feeder.

The Miller Universal and Miller Printers' Bench Saws were in charge of Mr. Arthur Rager, who demonstrated their many uses, such as sawing brass rule, linoslugs, electrotype metal, mortising, mitering, beveling, planing type-high, etc. The accuracy of the machines was clearly proven when an ordinary smooth wooden block was marked with a lead pencil after which a part of the surface equal to one-half the thickness of the lead pencil mark, was removed.

A display of printed matter on stocks ranging from onion skin to heavy cardboard and including color work and embossing, fed by Millers in plants of printers in all parts of the country proved to be of more than usual interest to those in attendance.

Interest in the meeting was still much in evidence at 11:30 P. M., when it was decided to adjourn after a rising vote of thanks had been tendered to the Miller Saw-Trimmer Company and their representatives.

INTERTYPE SMASHING RECORDS

There is evidently only one answer to the question asked by the National Printer-Journalist as to the present Intertype business and the future outlook.

According to reliable authority both the present business and the outlook for the balance of the year are entirely beyond the company's most sanguine expectations.

Orders have been coming in increasing numbers since the first of the year, and March, with orders entered for 122 machines, April with orders entered for 102, and May with orders entered for 127, are record-breaking months.

The informant says that every effort possible is being made to increase factory facilities and output to take care not only of the present business but of that which the Intertype Corporation sees ahead next fall both in the United States and in Europe.

One reason for the splendid support which the trade is giving the Intertype lies in the great volume of advertising which now seems to be shared generally by newspapers in all parts of the United States, and the fact that perhaps a large number of papers postponed the purchase of new machinery during the war period.

The company is positive that another and far more important reason lies in the splendid reputation which the Intertype as a simple, flexible and effective machine is gaining in the minds of publishers and their practical men in all parts of the country.

Perhaps the highest compliment which has been paid the Intertype as a simple, flexible and standardized composing machine was the order given by the New York Times in June, 1918, for 31 three-magazine Model C Intertypes. Up to that time this was said to have been the largest single order ever written for three-magazine composing machines.

Then, on May 9th, 1919, came the order from the Montreal Star for 35 three-magazine Model C Intertypes, 17 of them equipped with side magazine units, so that once again the largest single order ever written for three-magazine composing machines was awarded the Intertype.

An interesting letter from Lord Atholstan, the publisher of the Montreal Star, will be found in the advertisement in this issue of the National Printer-Journalist.

The Intertype Corporation, while appreciating the generous support being given, asks that prospective purchasers enter their orders early so as to allow a little more time for deliveries.

UTAH PRODUCTS TO BE BETTER KNOWN

Realizing that the people must be told of the many products that Utah manufactures, and the necessity of informing the people who wish to buy Utah goods that country newspaper advertising must be used, the Manufacturers' Association of Utah, through their advertising committee, will conduct a campaign of local advertising, and also impress the manufacturers of the state with the vital necessity of making their goods known through the local papers of the state.

In order to keep fully in touch with the conditions in every part of the state, the Manufacturers' Association of Utah has subscribed for every local newspaper in Utah, through the Utah State Press Association. The Press Association will coöperate with the Manufacturers in helping to boost Utah products. Mr. R. T. Porte is the Secretary of the Utah Press Association.

TO BUSINESS AGAIN

Now that the war is won business men are concentrating their thoughts on their own problems again, realizing that they have failed to keep before the public as they should and resolved to retrieve all that they may have lost through devotion of their facilities and attention to war essentials.

The printer's customers will be asking new coöperation from him and vast new fields of direct advertising will be opened with a demand for printing such as the world has never before known.

To get his share of this new and old business a printer must be in position to render the service that will be demanded.

The old kind will not do. The new must be better, quicker, and more extended.

When the rush of business comes, as come it will, and soon, it will be too late to get the choicest and most profitable part, or to get ready to handle any but the rear guard unless you prepare now.

We are now in the eddy at the turn of the tide, but there is evidence of the change, and before long the current of increasing business will be running strong, bringing with it prosperity to the printers prepared to take advantage of it by being equipped with the machine that delivers the profit in the composing-room.—Monotype.

THE MOBILIZATION OF BRAINS

The following was used by speakers at various meetings held during U. T. A. Education Week, June 8-14, 1919:

We are all familiar nowadays with the word mobilization. We have mobilized our army, our navy, our science, our industry, and our wealth for the purpose of helping to win the World War for Liberty. It was neither a quick nor an easy process. Sometimes it looked as if we might not finish it soon enough because we soon came to understand that we did not begin soon enough. But we bent all the wonderful energy of the American people to the task and we did the impossible. We mobilized in time to save the day.

Now what is mobilization? It is just making resources active and organizing them for effective action. We took four million American men, every one a potential soldier or sailor, and we made them into an army and navy of soldiers and sailors effective for service anywhere. We took the immense wealth of our country, or as much of it as was necessary, and made it the active and efficient means for paying these men and buying all the things they needed to eat, to wear, and to fight with. And so on through the list. We just took the vast resources of every sort, from men to machines, which were scattered and unused throughout the country and we mobilized them, made them efficient, and put them in motion to secure a great result.

A New Era

There is a lesson here for our industry. We are in the opening days of a new era. Industrially it is to be an era of wonderful opportunity, of vast possibility, but also of hard work and intense struggle. I do not refer to possible struggles between laborers and their employers or between rival producers. These, particularly the latter, may be incidents of it. In the main it will be a struggle to create and to keep business.

This is particularly true of our industry. We do, of course, sometimes get orders which have formerly gone to others. We like to keep in our own town the orders which have been going elsewhere. But in the main we understand that our struggle is not to get business somebody else has been doing, but to get business nobody else has been doing. The market for most important products is fairly well defined by the size and the purchasing power of the community, in the case of necessities mainly by the size. Great increases in the business of particular firms are likely to be very largely at the expense of competition.

Not so with us. The market for printed matter is practically unlimited and we have only made a beginning on it. Printing is not only the art preservative of all arts, but it is the handmaid of all business. When the printer meets a modest customer who thinks he wants a few hundred dollars' worth of printing, goes over the situation with him, shows him what printing can do for his business, and goes away with a contract for many more thousands of dollars' worth than the customer's proposed hundreds—that is a real victory. He has not oversold his customer, glibly talking him into one big sale which he will soon repent and never repeat. He has begun a connection which may last for years and may mean great profit to both, of which the printer takes but a modest share. This is no romantic dream. These things are being done.

Mobilize Resources

How are we going to win in the great days of splendid struggle and splendid opportunity which lie before us?

By mobilizing the resources necessary to success. The most important of these resources, the most valuable asset to be mobilized is brains. Intelligence, mental resourcefulness, trained skill are needed all along the line. When one of the battles in the Mexican War was hanging in the balance, General Taylor sent to his best battery the famous order, "A little more grape, Captain Bragg." The grape was sent over, and the battle won.

Today, when the future of the printing industry is in the balance, the call goes out, "A little more brains, gentlemen." If the brains are forthcoming, the battle will be won.

The Need

Does anybody question the need? The United States Department of Labor has only recently admitted that the average efficiency of the workmen in American industries is thirty-five per cent. Even labor leaders admit that when the great demands of war were laid on American industry it was at once seen that the vital need was skilled craftsmanship—and the skilled craftsmanship was not there. So we had emergency training, partial, but temporarily effective, and a lot of other devices to meet the need of the moment. The need had been there all the time, but we had managed to muddle through under ordinary conditions and had not realized how pressing it was.

I know the printing industry is an intelligent industry, as industries go. I am convinced the average of efficiency is a good deal above thirty-five per cent, but I am convinced it is far less than it ought to be and can be.

This applies all along the line, from the compositor's desk, up through the office and sales force to the owner's chair. The demand for the skillful, intelligent, all-around craftsman arises everywhere. Not very long ago a job was brought to a very large concern whose business consists of presswork only. It has a great battery of sixty or more presses. This particular job consisted of type forms. There was not a man in the shop who could make it up and put it on the press. The concern had to send out for a special man to do it. The concern's business was with plate forms, and plate forms were all its pressmen could handle. One has only to see the proofs which come in from the composing room, or indeed a great deal of the finished work turned out, to see the need for better craftsmanship.

Much depends on foremen and plant superintendents. Everybody knows how comparatively few really good ones there are, and how much better the business would go if there were more and better ones. A foreman may earn or waste many times his salary. A perfect foreman is like the perfect woman in the Book of Proverbs, "a jewel beyond price."

Accountants, Salesmen and Estimators Required

We are only just getting printing accounting into shape. There is a demand for good accountants, but that can be partly met by those whose business it is to train bookkeepers.

Not so, however, with estimating and salesmanship. The estimator is in many ways the keystone of our business arch. His accuracy or lack of it may make a business profitable or bankrupt. His brains, his trained knowledge of every department of the business and every element of cost are needed to make prices which

will enable a given job to be produced at a reasonable price to the consumer and a reasonable profit to the producer. Two things are fatal to his usefulness: a lack of knowledge, which tempts him to guess, and a lack of courage, which tempts him to make estimates which will get orders regardless of profits.

And there are very few heads of printing concerns who have not yet something to learn. These few are none too easy as to their successors. John Smith has worked hard and built up a good business. He has learned his trade in the University of Hard Knocks, and he knows it root and branch. He is like the famous athlete in the old Greek story who picked up a newborn calf and carried it across the arena and back. This he did every day, and when the calf was a full-grown bull he could still carry it across the arena and back. But there was nobody else who could carry the bull.

The business is the family fortune. Which of the boys can carry the old man's load?

Business Conditions Different

Don't forget that business conditions are different from what they were fifty, forty, even twenty years ago. Population has increased, greater wealth demands more and better products, inventions of intricate labor-saving machinery demand a higher grade of skill, modern methods of quick communication and transport have enormously increased the amount of business done and great concerns have been built up to do it. If any of you are sixty years of age or over, you began your business life about the time the telephone came into use commercially. Did you ever stop to think how many more individual transactions you have to attend to every day than your boss had to attend to in the days before the telephone? Just give it a minute's thought.

There is yet room in this great, splendid country of ours for the self-made man, the man who from small beginnings accomplishes great results by hard work, intelligence, and will power. No real success, either in gaining wealth or keeping it, can be made without these great qualities. But the time has come when not even these qualities can win without training—education.

The demand of the present is for the trained man. The future is for him, not for his honest and capable but untrained competitor. The capable man becomes the able man by education.

All this is an effort to make you see more clearly than ever before two things. One is the vital need of the mobilization of brains in the printing industry. The other is the great opportunity the printing industry offers to mobilized brains.

Committee on Education at Work

The Committee on Education of the United Typothetae of America has been busy for a good while in preparing the means for this mobilization. The war is over and the nation turns back to the peaceful paths of industry. The time has come to use these means of mobilization and set our forces in the field.

The Committee has, therefore, with the approval of the Executive Committee of the United Typothetae of America, arranged for Education Week, in order that at practically the same time throughout our organization the matter of education for the industry should be specially discussed in meetings arranged for that specific purpose. The Committee on Education desires that printers everywhere should know what educational facilities are at the disposal of the industry, that young men should know what oportunities await those who make good use of these facilities, and that something be actually done in the way of sending boys and young men from every locality where a meeting is held to study in these schools.

Capacity Enrollment in Schools

The opening of the fall term ought to see a capacity enrollment in each of these schools. The interests of the industry demand it. A rare business opportunity is offered to those young men who will embrace it. The filling of our schools today with eager and ambitious young men means better craftsmen in the shop and better business men in the front office tomorrow. A little expenditure of time and money now means large financial returns a little later.

Where can these young men go, and what can they get there?

First, there is the United Typothetae School of Printing at Indianapolis. This school is intended for the training of good craftsmen. It is for the young man who wants to get into the producing end of the industry with the qualifications and training which will enable him to make good there, and for the young man already in the industry who wishes to improve himself in his own branch or add to his present qualifications for success a knowledge of one or more other branches of the industry. The conditions of the ordinary plant are not generally such as to make progress along broad lines easy. Opportunities for improvement are likely to be limited to the kind and grade of work the shop mainly does. A compositor, for instance, may work in a good shop for years and yet have but a limited knowledge of composition because of the narrow range of work done by that particular concern. If he would broaden his knowledge, he must either go from shop to shop or go outside where he can be broadly trained. The first process is slow, discouraging, unsatisfactory in results attended by great waste of time and energy. The second is quick, direct, inspiring. Every day counts for something in the way of progress and acquirement. In the shop, production is the main thing, what the craftsman learns is only an incident. In the school, learning is the main thing. The product is men, not merchandise.

This school has been operated for many years by the Typothetae. It has done much good work. But up to now its work has been largely experimental. The Committee in charge of it, the superintendent at the head of it, the instructors working in it have been learning by experiment and experience how printing may be taught. They know now. The stage of experimentation is past. It is time for real work on a large scale. Many a young man today is thankful for what he there learned. Even in its days of experiment the school did a great work. Now it is ready to do a far greater one.

It has an equipment worth more than a hundred thousand dollars. It has a teacher at its head who has no superior in the United States in his line of work. It has a competent corps of instructors. It is managed on sound business principles and equally sound educational principles. It has courses of instruction suited to every need, from a general course of eighty weeks to intensive unit courses of eight weeks. It offers courses in hand and machine composition, platen and cylinder presswork, design, color, cost-finding, and others.

Its graduates are in demand. They are the sort of men the industry needs and is ready to absorb in large numbers. The astonishing thing about it is that the school is not crowded to the limit of its capacity. If the industry as a whole knew what the school can do for it and if more young men and even young women knew what it can do for them, it would be crowded.

Surely there ought to be right here printers who will be glad to see that some bright young workman, or a son or relation or friend goes to this school and learns to be a real printer. Employment, opportunity, promotion, await its graduates. This is no mere academic affair. It is not a fad. It is a real school of craftsmanship. An average of one student from each locality where there is a Typothetae organization would fill the school and would do an inestimable service to the industry as well as to the students.

Think what it means, you printers, to have such young men in your shops, men who know the business broadly as well as intensively, men who know the machines and their capacities, men who have standards and know how to realize them, men who know how to give that touch to your work which imparts that quality which, for lack of a more definite term, we call by the much abused name of art. Quality and service are what win today. These young men will know how to give quality to your work and service to you and your customers. Send a young man to Indianapolis.

You young men, think what it means to have real real skill in your trade. The trained man, if he has the right personality behind his training, is not hunting for jobs; jobs are hunting for him. He has something more than muscle to sell; he has brains. Muscle is cheap. Brains come high. There is not much difference in the market value of men from the chin down. There is all the difference in the world in the value of men from the chin up. You have got to sell something in order to live. Better provide yourself with a high priced article while you are about it.

ADDITIONAL ENTERTAINMENT FOR N. E. A. DELEGATES AT VICTORIA

The following revision of the entertainment program at Victoria arrived at the office of publication too late to permit the correction on page 299:

MONDAY, AUGUST 18, 1919.

The delegates will have a very active day, beginning with a reception at the Parliament Building at ten o'clock, followed by an auto drive to the Brentwood Hotel, where lunch will be served. During the afternoon a visit will be made to Butcharth Gardens and a drive around the Peninsula, stopping at the Government Observatory, where is located the largest telescope in the world, returning to the city, after which a dinner will be tendered the party at the Empress Hotel, followed by a dance.

TUESDAY, AUGUST 19, 1919.

The party will leave at nine o'clock for an auto trip over the mountain drives, returning in time for lunch, and board boat for Vancouver. The day's entertainment will be a very enjoyable one, making a combination of auto and water travel of exceptional interest.

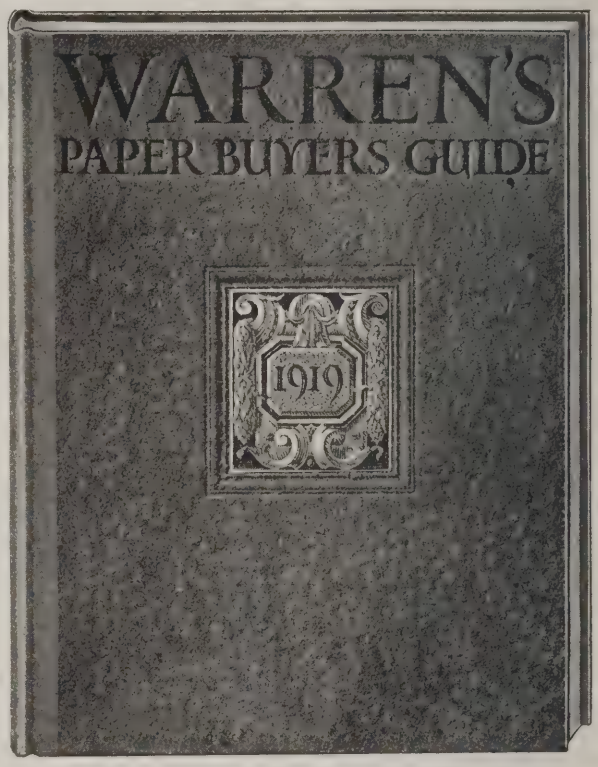
GRADUATES INTO EDITORSHIP

Miss Flodence E. Collins of Tipton, Iowa, who will be graduated from the four-year course in Journalism at the University of Wisconsin on June 25th, has been appointel editor of the woman's department of the Orange Judd Farmer, Chicago, and took up her new work on June 1st. Miss Collins as research work for her baccalaureate thesis made a study of reading matter of interest to women in farm journals.

A HANDSOME EXPOSITION OF THE PRINTER'S ART

Through the courtesy of Mr. L. E. Palmer of the S. D. Warren Company, of 200 Devonshire Street, Boston, the National Printer-Journalist is in receipt of one of the handsomest publications that has ever come to the publication office. It is Warren's Paper Buyers' Guide, 1919.

The book is divided into thirteen sections. Each section has an introductory title with the portrait of



some eminent artist associated with the development of printing and engraving and biographical data. There are seventy-one demonstration pictures in the book, requiring one hundred and thirty plates for the monotone and color work.

The publication is a triumph of artistry and carries the conviction to the beholder that Warren's paper stock is capable of producing effects that are only limited by the imagination and skill of the artisan.

To convey an idea of the painstaking care exercised in the production, the following paragraph is printed:

"The frontispiece of Warren's Paper Buyers' Guide consists of a portrait of Christopher Plantin, especially prepared in the medium known as "dry-point," and intaglio process, so named to distinguish it from the method of etching by acid. The line is cut or scratched on the metal by a sharp needle throwing a burr, similar to the action of the plow in turning the furrow in the soil. The ink retained by this burr is transferred to the paper by the copper-plate press, producing a rich, velvet-like quality. Like many other desirable effects, it is capable of only limited production, as the burr wears quickly and ordinarily very few proofs can be obtained."

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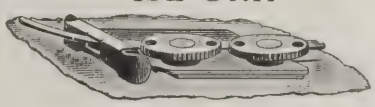

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NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SEVEN CHICAGO, ILLINOIS, JULY, 1919 NUMBER SEVEN

A MESSAGE FROM THE PRESIDENT

By Guy U. Hardy

President National Editorial Association

IF you who read this story could see all the letters I have on my desk from the various committees and N. E. A. enthusiasts who are planning the entertainment in Canada, Oregon and Washington and could appreciate as I do what a large package of mountain scenery and outdoor pleasure you will buy with your ticket, no business excuse would keep you at home next August.

It is fortunate in a way that all who are on our mailing list do not see the point—for if they did—the crowd would overtax the passenger equipment of the Canadian railway lines.

But a large crowd of newspaper makers and literary pleasure seekers is assured. From all parts of the Union come requests for reservations—and little has been said as yet about this charming trip.

The Victory Tour of the National Editorial Association is about the most pretentious ever undertaken since the days of the over-worked pass, of sad and pleasant memories. The distance covered is great. The tour includes weeks to be spent in the world renowned Canadian Rockies—days on the waters of the Pacific, days in Mt. Rainier National Park, days in Crater Lake National Park, days in automobiles and boats—a little time in the cities of the Northwest—and about three days in convention sessions.

The convention sessions will be divided between Portland, Seattle and Victoria, a day at each place, with an occasional address slipped in here and there. The convention dates will be about as follows:

Saturday, August 9th—at Portland;
Friday, August 15th—at Seattle;
Monday, August 18th—at Victoria.

There will be some serious talk—some heavy programs but not enough to interfere much with the pleasure side of this wonderful tour.

HON. GUY U. HARDY
President National Editorial Association
Canyon City, Colo., and Washington, D. C

A good, interesting, enlightening, elevating, inspiring program is being assembled. Two great nations are being combed for talent. I fear to tell you all the promises I have had for fear the rush to attend will overcrowd the capacity of the trains. Lest you jump too quickly at conclusions, however, let me

say that the President is busy in France and the King is busy in Great Britain, so I do not refer to them.

And now in celebration of the Great Victory the National Editorial Association will be honored and entertained by Canada as she has never been honored and entertained before.

You are invited to join this merry crowd of newspaper excursionists on the Victory Tour through Canada and the American Northwest. You need the rest and recreation. You need the inspiration that we who go will bring back with us. You will get your money's worth—and the balance of your business year will be more profitable for your having gone. It is a poor newspaper man indeed who doesn't gather enough inspiration and ideas on one of these famous N. E. A. trips to more than pay for his passage.

The program will contain some big numbers—bigger and better than we promise—which promise I know is unique in convention literature.

Since last we met the Great War has been brought to a successful close. The United States and Canada had a great part in the winning of this war. Sons of American and Canadian mothers fought side by side—many are buried side by side in France. Canada is grateful to America and America appreciates the valor and worth of Canada as never before.

EVERY DETAIL ARRANGED FOR N. E. A. TOUR

In the following letter from Mr. George Schlosser, Secretary National Editorial Association, additional information is given concerning the great Victory Tour:

Wessington Springs, S. Dak.,
June 25, 1919.

My dear Mr. Herbert:

I presume it will be of interest to the National Printer-Journalist family to know that every detail for the Victory Tour of the National Editorial Association to the Pacific Northwest is now arranged. The itinerary is out and in the hands of hundreds of publishers throughout the country and the limit placed on our attendance, owing to a lack of equipment and the inability to comfortably care for large crowds in many of the famous resorts throughout the Canadian Rockies, is more than 75 per cent taken.

It has been my pleasure for eight years past to be in close touch with the annual functions of this association, and I have no hesitancy in saying that through the helpful and resourceful chairman of the transportation committee, Mr. Will Wilke, of Minnesota, no detail of comfort and interest to the individual has been overlooked.

While the itinerary quite generally covers all functions, there are to be some surprises sprung on our party that will leave a lasting impression on the memory of those participating. It seems a relief however, when the final word is out, and be it said to the everlasting credit of the profession, that not a day now comes to a close without a communication from some locality desiring in some way to do homage to the great army of press representatives. Of course, where these courtesies can be accepted without interference with the regular program or loss of time, they are considered, and always acknowledged. Only today I accepted the courtesy of a complimentary luncheon to be tendered by the management of

MR. GEORGE SCHLOSSER
Secretary National Editorial Association
Wessington Springs, Colo.

the West Hotel, Minneapolis, to all our party assembling in that city on Sunday, July 27th. Sunday is, of course, a poor day for festivities of any kind, but Minneapolis, always active in advertising its beauties, will give the delegates an opportunity of viewing a beautiful city and thus those who rendezvous in this metropolis may anticipate a quiet, pleasant and enjoyable Sabbath.

There is one item which I desire particularly at this time to bring to the attention of publishers, whether they are scheduled in this party or not. Through the special courtesy of the Western News-

paper Union two pages of views illustrating the country through which the association passes, particularly noting points of special interest, which can be had so very cheap, that it is hoped publishers generally will take occasion to use these illustrations and in this way foster a sentiment of fellowship that will bring substantial returns to our membership in years to come from sources yet unheard of. It is not that we are asking for something without cost, or that we are giving something without hope of return, but we can make this mutually beneficial if we will use these illustrations in our newspapers in connection with this great tour by the newspaper men of America, whether of the party or not. They can be made applicable and always characterized with a local tinge, because all public spirited friends of the press are interested in the newspaper men and women of the country, and especially of those in individual localities, and most people are glad to see this experiment a success since the cost of the illustrations, although specially prepared, is no more than the cost of a stock page.

And now, Mr. Herbert, permit me to thank you and your associates for the helpful assistance you have rendered, in person and through the columns of your paper, to make this meeting the crowning event of 34 years of our existence.

While this office has sent out nearly 4,000 pieces of mail during the past two weeks, there are many who may have been overlooked and who are interested, and who may be able by taking quick action, to get in on the itinerary. All these will be served up to the limit, and in the order in which they are received.

Very cordially yours,
GEO. SCHLOSSER,
Secretary.

GREETINGS TO N. E. A. MEMBERS FROM SEVENTEENTH PRESIDENT

Portland, Ore., June 21, 1919.

Dear National Printer-Journalist:

Permit one who was in at the birth of the National Editorial Association in 1885, making a round trip of 7,000 miles in order to attend the meeting, and who has rounded out attendance at twenty-five annual gatherings and seventeen annual executive committee meetings, to express the hope that those newspaper people of the nation who contemplate taking a summer outing think seriously of attending this year's annual meeting out in the land where rolls the Oregon. Those who have never taken this trip will find it an inspiration, and those who visited here in a body in 1892, 1899, 1905 and 1909 will find something new.

The blanket transportation provided by the genial W. H. Hurlburt, C. P. Agt. O. R. & N. Co., in 1899, cannot now be duplicated, but the citizens of the Northwest are greatly in earnest about making the visit one long to be favorably remembered.

The writer who was honored by the National Editorial Association with the third, second and first vice-presidency, and later made its seventeenth president, well knows and appreciates the value of the National Editorial Association and is proud of its achievements.

The little band of us who met at New Orleans at the request of B. B. Herbert, thirty-four years ago, has dwindled, and time has made dim the memory, but the National Editorial Association, the outgrowth of that gathering, is a present day reality and an organization of credit to all.

ALBERT TOZIER,
Seventeenth President.

BIG MEN TRUSTEES OF $141,000 ANTI-FRAUD FUND

Five of the biggest business men in the country are serving as trustees for a special annual fund of $141,000 being raised by the Associated Advertising Clubs of the World to fight all frauds in advertising. The five trustees are:

F. A. Seiberling, president of the Goodyear Tire & Rubber Co., Akron.

Festus J. Wade, president of the Mercantile Trust Co., St. Louis.

S. C. Dobbs, vice-president of the Coca-Cola Co., Atlanta.

David Kirschbaum, president of the A. B. Kirschbaum Co., manufacturing clothiers, Philadelphia.

Henry L. Doherty, president of Henry L. Doherty & Co., investment bankers, New York.

These five men have invested millions of dollars in the building of good will through advertising. At least one of them puts more than $1,000,000 into advertising every year. They have entered upon this movement against advertising frauds, it is announced, because they feel that the good will of advertising, and therefore its power to yield proper returns, is limited every time some advertiser who does not have a thorough understanding of the most effective possible use of advertising, publishes an untrue advertisement.

Knock-out blows are to be delivered henceforth. The time for sparring has passed, declared P. S. Florea, executive manager of the advertising association, who said that approximately $20,000 of the needed fund had already been raised.

JOIN The National Editorial Association and help other printer-publishers help themselves by adopting approved policies and tested plans which will make all of us better business men and greater factors in our communities.

Add your voice to the big chorus which will be heard in the courts of the mighty.

NEW SCHOOL OF JOURNALISM BUILDING NAMED

The name of Jay H. Neff Hall, which has just been decided upon for the new building being erected for the School of Journalism of the University of Missouri, will keep before the students of the school the name of a man who achieved signal success by striking out into undeveloped journalistic territory.

Jay Holcomb Neff was one of the first to realize the possibilities of a newspaper devoted to livestock raising, that typically western industry. He had been an editor of the Kansas City Daily Price Current, a paper of only moderate success in the field of agricultural markets. He had made himself the mainspring of the publication.

Then came Kansas City's famous packing houses. The big packers of the nation, in establishing these branches, recognized the city's importance as a livestock center. At the same time, their action increased that importance.

Neff seized his opportunity. He changed the name of his paper to the Daily Drovers' Telegram, and expanded its field. News of the nation's livestock, hay, grain, produce and kindred markets was, of course, the paper's first concern, and a high standard of accuracy was set in this. Later a condensed general news summary was added. The effect was felt by the metropolitan newspapers of the city in their country circulation.

The Daily Drover's Telegram became the foundation of the Corn Belt Farm Dailies, an organization which included the Kansas City paper and also similar papers which Neff acquired in Omaha and East St. Louis. After his death the organization reached into Chicago, acquiring the Daily Drovers' Journal there.

The funds for the erection of Jay H. Neff Hall were given by Ward A. Neff, son of the elder Neff, and an alumnus of the Missouri School of Journalism. Ward Neff is vice-president of the Corn Belt Farm Dailies and editor of the concern's Chicago paper.

AERIAL PHOTOGRAPHY IN ADVERTISING

Some time ago Barnes-Crosby Company received a telegram from a New York Advertising Agency ordering them to make and ship at once, eight different views of a large manufacturing plant just outside of Chicago—the views to be made from the air. It looked as though they were "stumped" for a minute, but it was discovered that airplanes are rather common and could be had for a price.

The next thing was the photography. Where to hire an aerial photographer was the question. That was solved at home. One of the men in the shop who had recently returned was found to have been trained by Uncle Sam as an expert aerial photographer. Equipment was at hand.

The morning after the order was received the flight was staged and the eight different views were taken, with exceptional results. Twenty-four plates were made; eight from twenty-five hundred feet; eight from the two thousand feet; and eight from one thousand feet elevation.

The plates were returned to the shop and developed with wonderful results. Enlargements were made, and in less than twenty-four hours from the time the order was received it was completed and on the way to the customer in New York.

That was the conception of the Aerial Photographing Department of the Barnes-Crosby Company. They are now equipped to make aerial photographs in any part of the state and have had many successes in that line of endeavor.

It is wonderful what a new field this line of work has opened up. Nothing heretofore has quite come up to it. Enlargements made from negatives of views of manufacturing plants easily out-do the birds-eye for accuracy and authenticity. Many errors of plant layout have been discovered through the aerial photograph. On top of all this, what on earth could be better advertising? It is ultra modern, although in a few years—even less time than that—every town will have its own camera with wings.

The Barnes-Crosby Company, as usual, is in the front.

SPEAKERS OF NOTE AT BIG WISCONSIN MEETING

Speakers of note from Wisconsin and other states will address the fifth annual conference of the Wisconsin Federated Printing and Press Associations, to be held in Waukesha July 18-19, according to the revised program.

Among the Wisconsin speakers will be: M. C. Rotier, Milwaukee Printing Company; George J. Nash, Eau Claire, vice-president, State Franklin Club; George Harrington, Oshkosh, chaiorman of the Federated Associations; J. Anzlinger, Graphic Arts Bureau, Milwaukee; General C. R. Boardman, Oshkosh; A. G. Turnbull, Green Bay Press-Gazette; N. S. Gordon, Barron County News-Shield; Henry Towell, Milwaukee Times; Prof. F. C. Blood, University Extension Division; H. H. Bliss, Janesville, secretary, Wisconsin Daily League; J. W. Strong, Elkhorn, secretary, Wisconsin Weekly League.

Speakers from outside the state will include: J. A. Borden, Chicago, secretary, United Typothetae of America; F. D. Throop, Davenport (Ia.) Democrat and Leader; W. H. Rankin, Chicago advertising agency.

THE VALUE OF A CLASSIFIED AD DEPARTMENT

A Little Thought and a Little Energy Will Make It Pay and Prove a Good Circulation Builder

By FREDERICK A. RUSSELL

School of Journalism, University of Washington, Seattle, Wash.

BECAUSE so many weekly newspapers do not carry a classified advertising department it may be worth while to discover why they do not. What reasons are advanced against it?

In the first place, some editors seem to feel that the classified department is strictly a metropolitan proposition, like comic supplements and stereotyping outfits. They fear that in their little community there would not be sufficient business to maintain such a department in a healthy, well fed condition. A starved classified department, with a two-column head and six small ads does not look very well, it must be admitted.

Other publishers fear that the opening of a classified department will kill off some of the standing display ads. Sam Jones, the furniture man, who runs a four-inch display ad year in and year out without change, might be content with a three-line classified ad at a third the cost. For everyone knows it to be true that where advertisements are classified they do not need to be so large in order to attract the attention of those most likely to be interested in them.

Then there is the publisher who runs his "liners" in among the locals or drops them in to chink a hole somewhere in the forms. This man reasons that they are more likely to be read if sifted in among the local news, and, besides, they are mighty handy when he is rushing to make up his paper and doesn't want to stop and saw plate.

Shall we take up these three arguments singly and see what of truth there may be in them?

There is no good reason why a country weekly should not have a thriving classified department. Of course it will never be as large as that of the city daily, but it can be plenty big enough to make a good showing. How do I know this? Because, in the hundred and more weekly papers I read I find quite a number that carry vigorous classified departments that are performing a real service to their communities. It lies with the editor whether he shall have such a department; he can have it if he wants it.

The second point—that it tends to cause advertisers to substitute the cheaper classified ad for a standing display ad—requires a little more discussion than the first one.

Let us assume a typical case and see how it might be handled. Sam Jones, the furniture man, has been in the habit of carrying a standing ad, four-inch single column, costing him $2 a month, or approximately 12½ cents an inch each insertion. He can say the same thing in three lines at 5 cents a line, or maybe 50 cents a month if the ad is not changed. It appears that the publisher has lost $1.50 a month on Sam.

Here is the way one enterprising publisher met this situation: He went to Sam Jones and said: "See here, Sam, there isn't any use of your spending $2 a month to keep that little ad running in my paper. Nobody pays any attention to it, because you never change it. It would be noticed just as often if you ran a three line ad in my classified department, with the heading 'Furniture' over it in black type." Sam wasn't sure, so Mr. Editor went on:

"Of course, I don't know much about the furniture business, but I do know something about advertising, and if I were in your place I would try out that classified proposition for a month and put the $1.50 you save into one good, live display ad that would be seen and would bring you some immediate returns. You could buy an ad two columns wide and six inches long for that money and really attract some notice. Or you could let it go two months and take one twice as big."

After a little further argument Sam made up his mind to try it. His new and larger ad brought in a few customers who mentioned having seen it in the paper, and Sam Jones had been started on the road to successful advertising. His classified ad kept his name before the people and his display ads served to bring in business on special occasions. And before long he was spending quite a bit more than the $2 a month he used to allot to advertising.

The principle underlying this anecdote is that the publisher ought to try to give his customers the best value he can for their money, and if that means advising them to cut down the size of their ads, he ought to do it. In this case, however, it will rarely mean decreased revenue if handled right.

Why not use "readers," or locals, run in with the local news? To answer this question we must go back to the underlying principles of journalism. Who is that paper published for, the subscriber or the advertiser?

While there is a certain news value in advertisements of the right kind, the fact remains that more people read the news than read the ads. So to gain circulation we must produce a paper that folks like to read. If this is done consistently, the adver-

tisers will be glad to use it, as they know the people read it.

Now, what is the effect of numerous paid locals among the local news? To ask the question is to answer it. Nobody likes to be fooled or tricked into reading an advertisement. Even the patent medicine advertisers have learned that and have abandoned their former device of trapping the reader with a bait of camouflaged news. The paid local only irritates the reader when he is looking for news. It is like finding a fly in the butter or sand in the sugar. Sand is all right in its place and distinctly useful when you want sand, but when you want sugar you don't want sand.

Furthermore, these paid locals are not read as carefully as they would be if they were placed by themselves in a classified department. The reader is looking for news, and the instant he detects an item as an ad he skips to the next one. And he doesn't turn back and hunt them out later, either.

So we find that paid locals are unsatisfactory because they make a bad impression on the reader, hurt the paper as a news medium, and because they are not read as carefully as if they were segregated.

So much for the arguments against a classified column. Now, what are the arguments for it?

In the first place, the publisher gets a higher rate per inch for his space. At 5 cents a line—the common rate—he is receiving from 35 cents to 60 cents an inch, depending on what size type he uses. The same paper probably gets not more than 15 cents an inch for its display space. The space thus saved can be filled with something to make the paper more readable.

A live classified department has a distinct news value in itself. The editor who keeps the ads in this column changing often is giving his readers something that will interest many of them. For instance, a farmer is reading the paper after the chores are done, while his wife sits sewing on the other side of the table.

"I see by the paper that Joe Holmes is wanting to sell his team of bay mares. I wonder if he won't be looking for another team pretty soon? Guess I'll drive around that way pretty soon with the blacks and see if we can't make a deal."

Then in a couple of minutes: "Frank Burns is advertising his side delivery rake for sale. Wonder if he is quitting the farm or is just going to quit trying to raise hay. His farm isn't worth much for clover, anyhow." Later: "Mary, Mrs. Johnson is advertising her new kerosene stove for sale 'cause she has got the gas company to run a main across the street to her house, even if it is outside the city limits. Wouldn't you like to look at it? I guess we could get it if you took a fancy to it." And so on. A good classified column ought to contain much interesting news.

Returns from classified ads are prompt and definite, so that the advertiser knows that his little ad brought results. When a large number of people in a community have used advertising in the home paper with success the idea gets circulated around that advertising in that paper really pays. This has a pleasant reaction upon the merchants, who are more easily induced to take liberal display space.

Furthermore, the principle of the classified ad is the right one for local advertising of almost any kind. It is based on having something definite to say and saying it—making some definite offer. These are the ads that bring returns, and the classified department educates the display advertisers to adopt this system in writing their advertisements.

One big argument in favor of the classified ad column is that it makes it possible for the publisher to get ads from many business men who would not otherwise advertise at all.

The average small town business man feels that he knows little about the art of writing advertisements and so hesitates to try. Besides, the expense may appear prohibitive to him. This is true of some small business men or women, like music teachers, dressmakers, piano tuners, etc. These can be induced to use a few lines regularly in the classified department, adding materially to the editor's income. Some of these advertisers may become large users of space if they are properly cultivated. The classified department should be a feeder for the display columns on the country weekly the same as it is on the city daily.

Lastly, much of the classified business is cash business, requiring a minimum of bookkeeping, no trouble in collecting and helping to meet current obligations during the month.

Now, how can we develop a classified section in a rural weekly?

One of the best means is by study of other rural weeklies that carry classified departments. The purpose of such study is to see what kinds of ads they are carrying.

For instance, an editor looks over the classified column of a contemporary and discovers that it carries several ads for money to loan. This gives him a hunch, and he seizes the phone and rounds up one or two. He knew that these men had money to loan, but everyone did not know it. By keeping a watchful eye open for suggestions of this sort the alert editor keeps adding new classes of ads to his column.

Study your field. Customs differ in different localities; economic conditions are unlike; changes take place from year to year.

The change in the seasons always brings out a crop of ads for the editor who will cultivate them. In the fall certain men have stove wood for sale or farm produce of some kind. These should be gone after without waiting for them to bring their ads.

Young stock is ready for the market at certain seasons regularly, as are vegetables and fruits. In every local custom the editor must see an opportunity for an advertisement.

And conditions change from year to year. For example, for the past year there has been an exceptionally good market for second-hand goods of all kinds. New things cost so much, all our savings have gone into government securities, and we are forced to stricter economy. There has been developed in this land a pride in saving, so that we no longer feel shame at using old things.

The editor who has seen this chance has helped clean out many an attic and old trunk, bringing in cash to the owner of the articles and satisfaction to the buyer who has been enabled to save something by their purchase. Of course the chief demand has been for metal articles, as stoves, bedsteads, baby carriages, etc., but other things will find a market if they are brought to people's attention through the classified section.

Finally, we must say a word about advertising to get this desired classified advertising. Of course the publisher must advertise for advertising. If he did not use space to sell space he would be as clever as the auto salesman who would call on his prospects with a horse and buggy. The prospect would naturally inquire why the salesman did not have sufficient confidence in his own car to use it himself.

The publisher must use space in other mediums than his own or his efforts are a bit like trying to lift himself by his bootstraps. Publishers of city dailies advertise in other dailies in the city. Magazines use other magazines. Both use billboards, films and direct advertising of all kinds. The country editor can use these other mediums and should do so. A slide in the local motion picture show, a few neat signs on the main road into town and little notes and notices mailed to possible advertisers are not beyond his reach.

Signs and slides must, of course, be more or less general in their message, but the direct advertising and the advertising in the publisher's own paper may be longer and should for the most part be very specific.

George Adams, the local clothing dealer, knows that Marshall Field has made a great success through advertising, but he feels that his problems are not the same as those of Mr. Field. To be told that John Wanamaker owes his wealth largely to judicious advertising does not influence the local merchant, for he knows that he is not a John Wanamaker.

But when he is told that his competitor across the street sold off 25 dozen pair of sox and 30 new hats last Saturday through an ad in the home paper it begins to hit near home.

Definiteness and correctness are essential in all advertising for advertising, and in no kind more than in this. No issue of your paper should be mailed without at least one snappy reference to the good work performed recently by a small classified ad. It does not need to be a phenomenal story. It may be that the investment in the ad did not yield a thou sand per cent, as some such investments unquestionably do. If it does the work asked of it, that is sufficient, and telling the people of these busy little adlets is going to show some good results before long.

ORGANIZE TO GET FOREIGN ADVERTISING

The department of agricultural journalism of the South Dakota University says local newspapers can secure more foreign advertising by organizing for it. In support of this contention the views of ten leading advertising agencies are given on the subject. Practically all of them unite in the opinion that they would prefer to deal with an organization, with one man, rather than with the publishers individually. One agency thinks a state organization with a paid secretary is the best possible way of handling foreign advertising. All of them would, evidently, welcome some such a plan.

The agencies say that by dealing with a secretary or someone else who is authorized to represent the papers that they would be able to eliminate much expense and bother which might be made to accrue to the benefit of the publishers. They also say that one man, representing a list of papers, could do much more effective soliciting than can be done by the publishers as individuals. The truth of this statement is apparent.

The agencies also say that they would not be bothered so much by lax business methods.

In order to try out these ideas, Mr. O. O. Buck, the secretary of the Nebraska Press Association, has formation secured from the advertising survey cards, which will go out in the near future. One hundred eighteen papers are included in this list, this being in preparation some advertising matter, based on in- the number who returned the cards. The secretary will solicit business for the entire list and not for any one individual.

Naturally, if an advertiser wants to select certain papers and omit others his order will be taken as directed.

It would be surprising if any immediate results are secured from this solicitation, but it will be a start and later follow-up material may produce worth while results. Since this is a new and untried department some time will be necessary to work out practical methods of procedure.

It should be unnecessary to state that every publisher included in this list must, under all circumstances, maintain the rate quoted to the secretary and must co-operate with the secretary in every possible way.

WRITING ADVERTISEMENTS THAT SELL MERCHANDISE

CLOSING THE SALE

By H. E. Miles

IN the two preceding articles on writing advertisements we have considered "Attracting Attention" and "The Appeal."

Up to this point we have been trying to create a desire for the merchandise offered for sale. If it is a nationally advertised product the manufacturer's advertising has played a large part in making the sale, and our effort has been to "team-work" with the national advertising and connect the dealer with the selling campaign.

But, if we were to stop here, our advertisement would be of little or no benefit to the local merchant. In order to "close the sale" we must get the customer to the store, and this is best done by selling the store's service.

The greatest service of the store is its ability to supply merchandise to the customer at a price consistent with its value. Thus, price will be seen to be a necessary closing argument, but it should not be the deciding element, because someone may be able to supply the same goods at a lower price than the advertiser.

A merchandising policy, based on some definite service rendered to its customers is a store's best asset. If this policy is well known it is possible to express it is a slogan or by the signature of the advertisement. For example, a store that has established a policy of selling for cash and never cutting prices, may use as a slogan, "one cash price," or "the store cash built." Good light, good equipment, obliging salespeople, exchange system, alteration department, fitting department, or any of the many things that make for the comfort and convenience of the purchaser, may be used to attract the customer to the store.

Signature cuts are almost as valuable to merchants as trade marks to manufacturers. Every advertiser should have some distinctive signature. It may be set in type, but it should always be set in the same manner and in the same style of type. (See the Remus signature in accompanying ilustration.)

Signature cuts are inexpensive, the original drawing usually costing less than $5, and etchings of all sizes maye be made from it. It is a good plan to preserve the etchings and use only electrotypes from them in the advertisements.

A good signature gives an advertisement individuality. It is in reality a picture of the merchant's personality, like the hand-written signature of a personal letter.

Some advertisers advocate the use of distinctive borders and type styles, but the modern mechanical

A FEW SIGNATURES

process of making a newspaper makes this impractical as a rule. Where the linotype is used on advertisement composition, good display, illustration and signature will make the advertisement strongly distinctive without special border, and the newspaper presents a much better appearance if only one or two styles of display type are used, precluding the possibility of individual type designs. Plain rule borders are usually the most appropriate and are easy to handle in composition and makeup.

Now let us consider the advertisement as a whole.

It must attract attention, by good display and illustration; it must convince, by simple, straightforward selling argument and interesting information about the merchandise, including the price, and it must bring the customer to the store by emphasizing the store's service and personality. Mechanically the advertisement should conform to recognized typographical standards and to best accomplish this, a layout should be made showing the display, position of cuts and distribution of white space.

Goods are seldom sold to people who do not want them. Therefore, if a desire for the merchandise has not been created by the advertising you are not likely to close any appreciable number of sales on it,

and your merchant may be justified in saying that "it don't pay to advertise."

For that reason the successful advertising writer should make a study of merchandising. I have stated in a previous article that the psychology of selling consists of knowing what the customer wants and when he wants it. The way to find out what the customer wants is to put yourself in his place. Learn to see the good points of the merchandise through the buyer's eyes. Get enthusiastic about it. It is hard to sell anything you don't want, or at least don't see the value of, yourself, and you can't expect your prospects to get any more enthusiastic reading your advertisements than you were when you wrote them.

Write seasonable advertisements. Don't try to sell winter underwear in July. Somebody might buy it, but you can make a lot more money selling something everybody wants.

There will be plenty of Spring Coat Days
during April and May—then again next autumn.
Ours are two season Coats for two purposes — protection against chilly mornings and evenings, and sudden showers.
$24.65–$29.65–$34.65
and up to $50
Rothschild's
On Main at Tenth

GOOD ATTRACTION AND APPEAL WITH DISTINCTIVE SIGNATURE

This leads to a discussion of handling nationally advertised brands. I have known country merchants to refuse to stock well-known brands because they were offered other goods for less money. Usually the "off" brand is of inferior quality, but even if it is fully as good, it is much harder to sell than goods that everybody knows about and for which a desire has been created by national advertising.

It is better to make three sales of satisfactory merchandise at a profit of ten cents each than two sales of inferior goods at fifteen cents each, because you have served three customers with something they wanted, instead of sending two customers away with doubtful satisfaction.

Handling nationally advertised brands and connecting up with the national campaign by local advertising, assures the merchant of quick turnover, no dead stock and plenty of satisfied customers. But the merchant who does handle advertised brands and fails to inform the public of the fact by local advertising, is a poor distributor for the manufacturer and a poor utility to his community.

Cuts and copy furnished by national advertisers to local dealers should be sent to the local newspaper. Country merchants have no place to keep cuts, and some of them have little appreciation of the

When you think of HARDWARE--
Think of
The Farmers Hdw. Co.'s Store
of QUALITY Hardware.
Some of the well known lines that go to make up the Store of Quality:
Keen Kutter Kutlery
Copper Clad Ranges
Good Year Automobile Accessories
Globe Stoves and Ranges
Aermotor Self oiling Windmills
Pearl Cloth, the Anti-Rust Screen wire
Perfection Oil Stoves
And do not forget the E B 1-1-2 Horse Gas engine
The one with the name molded in, not a tin tag engine.
Yours for Service,
Farmers Hardware Co.

POOR ATTRACTION AND TYPOGRAPHY BUT A GOOD PRESENTATION OF NATIONALLY ADVERTISED PRODUCTS. SHOULD BE LARGER AND HAVE A SIGNATURE CUT

value of this expensive advertising matter. I have seen cuts, representing many dollars in art work and advertising service, piled up in the corner of a store and never used, while had they been sent to the newspaper, they might have been printed with profit to both the dealer and the printer.

A CUSTOMER WOULD HAVE TO HAVE THE SAME REASON FOR BUYING SHOES FROM THIS ADVERTISEMENT THAT A MAN HAS FOR BUYING A DRINK OF WATER IN THE HEART OF THE DESERT

Montgomery's Mammoth REMOVAL SALE

ENDS

Saturday Night

only

Women's Footwear

$2.98
3.65
5.18
6.28

Men's Shoes

$3.98
4.18
5.98

Special

Our New Store

Boys and Misses Shoes Reduced

MONTGOMERY SHOE CO.
Corner Third and Main

LAYOUT OF SHOE SALE ADVERTISEMENT
Sale plan by Advertising Dept., The Julian Kokenge Co., Cincinnati, O.

Montgomery's Mammoth REMOVAL SALE

...ENDS... Saturday Night

only *48 hours remain* of this historic shoe sale. You probably think that everybody in town is wearing shoes bought during Montgomery's economy event. Not so! There are a few more, but we expect to have shoes on their feet before 10 o'clock Saturday night.

Come Friday or Saturday---Bring your Family. Save enough to make first payment on your Victory Liberty Bond. Come! Come!!

We don't expect to move a single pair to our new store---price is no object---we are glad to sacrifice in order to save trouble and expense when we leave our present location.

Women's Footwear

Many of the most complete lines in both staple and pleasing styles of shoe-dom, and [illegible] at prices out of all proportion to their real value.

Patent leather in button or lace; cloth tops in black, grey

favorite of Fashion.

$4 values now	$2.98
5 values now	3.65
7 values now	5.18
8 values now	6.28

Men's Stylish Shoes

We need only say we will receive [illegible] these Footwear and here's your chance to get both at big saving. Plenty of time to get several months wear this season and then put these shoes away for next Fall. It will be worth your while.

$5 values now	$3.98
6 values now	4.18
8 values now	5.98

Special
SHOES UP TO $3.50 reduced for this sale only, to
$2.48

Boys' & Misses' Shoes Reduced

Pumps for young lads and misses for graduation in [illegible] and high [illegible] cut

$4.00 values, now	$2.98
$3.00 values, now	$2.48
SPECIAL $1.85 to $2.50 values, now only	$1.49

...Our New Store...

is rapidly being put into shape to house our attractive assortments of the classiest, most modish and highest quality footwear ever displayed in Marysville.

Your convenience and your service are uppermost in our plans and you'll find that no pains or expense are being spared, to make Marysville's most up-to-date shoe store in the heart of Marysville, a inviting and attractive place to buy shoes for your entire family.

Watch for announcements of our opening.

Montgomery Shoe Co

CORNER 3rd and MAIN

AS THE ADVERTISEMENT APPEARED

The Model Syndicate Store

Just received a full and complete line of Men's, Boys' and Children's Spring Hats and Caps—the nicest assortment ever brought to Parnell. Also received a full line of Garden Seeds, all new (this year's seeds). It's about time to think of Garden making. Also Onion Sets and Seed Potatoes.

Our Dry Goods Department is complete. Looking for Spring goods to arrive within a few days. Dry Goods are some cheaper than they were. For

All Light Calicoes, American print, the last on the market, per yard 12½
All Dark Calicoes, American print, the last on the market, per yard ..... .15
Toi De Nord and Zephyr Ginghams, per yard ..... .30
S. P S. Gingham, almost as good as Zephyr ..... .28
All Shirtings, per yard ..... .30
$3.00 and $3.25 Overalls and Jackets down to 2.50
15c Cotton Batts (so-called 20c) down to, roll 12½

All Dry Goods and Furnishings are lower than for the last 18 months.

Our Groceries are fresh and complete, with lowest possible prices every day in the week. No catch (so-called special bargain days) but every day a bargain day.

Highest market prices for Butter and Eggs, cash or trade.

Spend your cash (produce counts the same as cash) where you can get an accommodation, if you should need one.

J. A. KAUFMAN

A "GENERAL" ADVERTISEMENT. IT LACKS ATTRACTION OR APPEAL, BUT IT MIGHT SELL SOME OF THE DRY GOODS IF ANYONE HAPPENED TO READ IT

New Spring Goods.

We have a splendid line of silks. These silks are the best quality and latest patterns.

Some beautiful waists.

Lots of curtain scrims.

Reduced prices on calico, percale and gingham.

Reduced prices on overalls. We handle overalls and jumpers of the very best in quality, weight and color.

A nice line of men's dress shirts. Just a little better shirt for the money than you have been getting.

We buy poultry, eggs and butter for cash or in trade. Give us a call, you will be pleased with our treatment.

H. W. Meek

THE KIND OF ADVERTISEMENT THAT MAKES COUNTRY MERCHANTS SAY "IT DON'T PAY TO ADVERTISE"

PROMINENT MANUFACTURER DIES

MR. HENRY P. HAMILTON of Two Rivers, Wis., vice-president of the Hamilton Manufacturing Company, has answered the final summons at the Presbyterian Hospital in Chicago on Sunday, June 17th. For several months Mr. Hamilton had patiently and heroically fought for his life, aided by a strong constitution, clean habits of living, and the best care that modern science could provide. Death was due to a sudden and severe attack of pneumonia.

Henry Pierpont Hamilton was born at Waucousta, Wis., not far from Fond du Lac, on the twenty-first day of April, 1862. Shortly after his birth the family removed to Two Rivers, Wis. The father having given his life in the service of his country during the Civil War, the heroic little mother, Mrs. Diantha Hamilton, provided for and reared to manhood and womanhood her four children.

Mr. Hamilton's education was receiver in the public schools of this community and he made most excellent use of all sources of information to be found in his environment. Following this practice throughout his entire life, his mature years found him to be a man of genuine culture and broad learning. His technical training was afforded through his apprenticeship to the printing trade, which he followed in Minnesota and elsewhere for several years, returning to Two Rivers to enter a partnership with his brother, Mr. J. E. Hamilton, in the founding of the Hamilton Manufacturing Company, of which he has been the vice-president for the past seventeen years.

Henry Hamilton was loved by those who knew him. Naturally quiet and retiring, his soul burst its fetters when it came in contact with kindred spirits who had interests in common and who loved as he loved. His many friends will attest to his manhood, his modesty, his sense of humor, his sincerity and his stability of character. He was humble without self-abasement, tender without timidity, popular without loss of rectitude or sacrifice of principle. He was at all times chivalrous and affectionate with his wife and family, loyal to his friends, and polite and civil to strangers. He was in every sense a true American gentleman. A genuine sportsman who played the game fairly and preferred honest defeat to ignominious victory. His religion was of the matter-of-fact sort. It had little emotion or sentiment. It was verp simple and real. To him God was the great outstanding fact. The essence of his religion was right conduct.

Educated in the common schools, American public education had no friend more staunch. For more than a quarter of a century he served continuously as president of the board of education and through his vision and organizing ability much that we now enjoy as educational privilege was provided for this community. His interest in public and community welfare led him to give untiring service to all lines of public enterprise, tending to make Two Rivers a bigger, better and happier place in which to live.

In addition to his business and civil interests, Mr. Hamilton was a lover of the great out-doors. He was an intensive student of horticulture and animal husbandry. A life-long member of the Wisconsin Archaeological Society, he was considered as one of the leading authorities in America on the age of copper and bronze. His splendid colection of copper implements is undoubtedly the most complete in existence and will long remain as a most fitting monument to his memory when, in acordance with his request, it has been suitably installed in the Wisconsin Historical Museum at Madison, Wis.

MR. HENRY P. HAMILTON
(Deceased)

Mr. Hamilton was a member of the M. W. A., the A. F. & A. M., the Royal Arch Chapter at Manitowoc, and the Consistory at Milwaukee.

In 1887 he was married to Miss Jessie Luse, and to this most happy union there was born three sons and one daughter—Walter L. Hamilton of Manitowoc, Ruth Hamilton Swazey of New York, Edward P. Hamilton and Henry P. Hamilton, Jr., of Two Rivers. In addition to the immediate family he is mourned by two brothers and one sister—Mr. George D. Hamilton of Detroit, Minn., Mr. J. E. Hamilton of Two Rivers, and Mrs. J. L. Moore of Atlanta, Ga.

For long days, weeks and months his family and friends prayed for his recovery and that his life

might be spared. He pased through the Great Adventure surrounded by all the members of his family, in the same calm and courageous manner as he had lived.

The funeral services were held June 18th.

ILLINOIS PRESS ASSOCIATION SCORES BIG VICTORY

The Illinois Press Association, organized in 1865, last month scored one of the greatest victories that has been won in its long history.

Under the leadership of Mr. S. P. Preston, the president of the Association and proprietor of "The Gillespie News," Gillespie, Ill., and Mr. H. L. Williamson of Springfield, the secretary of the Association, was secured the passage of legislation of great benefit to the country newspapers of the state. The laws have to do with official publication advertising and went into effect July 1, 1919. This is the year when the large assessment must be published and as the law does not require that publication shall be made prior to July 10th, the local publishers of the state are withholding the official publications until after the first of July and thereby are reaping the benefit of the increased price, to which they are so justly entitled.

The bills were written by Honorable Charles E. Woodward, an attorney of Ottawa, who was the first assistant attorney general under General W. H. Stead.

Mr. Williamson, the secretary of the Association, has sent copies of the bills to every county official, every attorney and most of the township officials in Illinois, so that the publishers do not anticipate any further trouble about securing payment for legal notices, financial statements, etc.

House Bill 461 requires the custodians of public money to file and publish statements of receipts and disbursements thereof, the statement to be subscribed and sworn to by the public officer making such statement, within thirty days after the expiration of the fiscal year.

The public officer is also required within thirty days after the expiration of the fiscal year, "to cause a true, complete and correct copy of such statement to be published one time in a newspaper published in the town, district or municipality in which such public officer holds his office, or, if no newspaper is printed and published in such town, district or municipality, then in a newspaper printed in the English language published in the county in which such public officer resides.

"The publisher of the newspaper in which a copy of such statement is published shall, within ten days after the publication of such statement, file in the office of the county clerk a certificate of such publication with a printed copy of such statement attached, stating the number of times which the same shall have been published, and the dates of the first and last papers containing the same.

"The cost of such publication shall be paid by the public officer causing such publication to be made and shall be paid out of the funds in his hands.

"Any public officer, or any publisher, subject to the provisions of this Act, failing, neglecting or refusing to discharge any duty imposed upon him by this Act shall, for each offense, forfeit the sum of not less than twenty-five dollars nor more than five hundred dollars to be recovered in an action of debt in the name of the people of the State of Illinois for the use of any person who may sue for the same."

House Bill No. 462 provides that "When any notice, advertisement, proclamation, statement, proposal, ordinance or proceedings of an official body or board or any other matter or material is required by law or by the order or rule of any court to be published in any newspaper, the face of type in which such publication shall be made shall be the **same as the body type used** in the **classified advertising** in the newspaper in which such publication is made. The **minimum** reasonable rate shall be ten cents per line for each insertion. A standard measure of thirteen ems pica shall constitute a line."

House Bill No. 463 makes the following provisions: "As soon as the country assessor or supervisor of assessments shall have completed the assessment he shall cause to be published a full and complete list of such assessment by township or assessments districts, which publication shall be made on or before July 10th of each year in some public newspaper or newspapers printed and published in said county: Provided, that in every township or assessment district in which there is published one or more newspapers of general circulation the list of such township or assessment district shall be published in one of said newspapers so printed and published in said township or assessment district:

"And, provided, that said newspaper shall not receive for the publishing of said assessment list to exceed five (5) cents per name for each person or corporation so assessed, and ten (10) cents for each description of real estate, and if impossible to secure publication at that price, that the publication be let to the lowest bidder at a price not exceeding five cents per tract, and shall furnish to the county assessor, the county supervisor of assessments and the board of review as many copies of said paper containing the assessment list as they may require, said papers so furnished not to exceed five (5) cents per copy:

"Provided, further, that after the year 1907, the publication shall only be of the assessment of personal property and the changes made, if any, in real estate, but the real estate assessment shall be published in full every four (4) years, beginning with the year 1907:

"Provided, further, that in counties of 125,000 inhabitants or over, no assessment of real estate shall be published as herein provided until such assessment shall have been equalized, revised or affirmed by the board of review, and when the board of review shall have acted upon the assessment list of real property, as herein provided in the year 1907 and every four years thereafter, the assessors and board of review shall cause to be published a full and complete list of such assessment on real property, together with all changes made by the board of review under the authority of this Act, such changes to be indicated in a separate column, such publication to be in pamphlet form by election districts in lieu of publication in a newspaper:

"And, provided, that the board of review shall cause to be mailed to each taxpayer in said election precinct a copy of the said list for his precinct:

"Provided, further, that in case said assessment is not published in conformity with law and was not mailed in accordance with the provisions of this Act, the failure to so publish the same or mail the same shall not be considered as a valid objection to a judgment for tax sale in the county court. The expense of such printing and publication shall be paid out of the county treasury."

INLAND DAILY PRESS ASSOCIATION SEEKS COMPARATIVE INFORMATION CONCERNING NEWSPAPER COSTS

The Inland Daily Press Association, one of the most practical and useful associations of business men publishing newspapers in this country, as a result of a discussion started and elaborated upon by Mr. E. E. Johnston, proprietor of The Citizen Printing House, Iowa City, Iowa, at the meeting of the Association in Chicago May 20th, is seeking to discover what is the cost for the production of newspapers in the offices of the inland states.

The idea is to have the various newspaper offices furnish confidential information of a uniform character which will enable the compilation of a comparative statement, something of the same kind as the one issued by the United Typothetae of America. Mr. Johnston illustrated the substance of his address by means of charts, reproductions of which are here presented.

The charts are based on figuring in the various departments the percentage of cost to the total volume of business.

In explanation, Mr. Johnston said: "For convenience in making the comparisons as I do in my own system of bookkeeping I have compared the cost of solicitation and collection of subscriptions with the total subscription receipts, and all other costs with the total of advertising done, but there is no good reason why the two divisions of costs should not be lumped together and compared with the total advertising and subscription business done, because from such percentages the comparison I have made here could be figured out if desired.

"It is evident that while the comparative costs from a few newspapers would be interesting, conditions might vary so much as to make the figures of little practical value; but comparison of these items from 100 or more Inland daily papers of moderate size should give some data of great value.

TABLE No. I.

FACTS TO BE GIVEN BY A PUBLISHER.

Percentage of Expenses to Total Advertising (Charged) (Assuming Advertising to be $100,000 Annually):

		Per Cent
	(1)	(2)
Wages and Salaries—		
News Force	$ 5,500	5.5
Business Office	10,500	10.5
Shop (Mechanical)	40,000	40.
Supplies—		
Print Paper and Ink	25,000	25.
Rollers, Repairs, etc.	1,000	1.
Expense—		
News—Wire, Correspondents, Plate	5,000	5.
Postage (2nd Class)	2,400	2.4
Rent, Taxes, Insurance	1,200	1.2
Incidentals—		
Miscellaneous Expense	4,000	4.
Bad Debts, Rebates	1,400	1.4
All Items Except Subscription Solicitation and Collection	$ 96,000	96.
Profit	4,000	4.
Total	$100,000	100.

Percentage of Cost of Securing and Collecting Subscriptions to Total Subscription Receipts (Assuming Total Receipts $30,000)—

Soliciting Wages and Commissions	$ 4,200	14.
Premiums	540	1.8
Carriers	5,400	18.
Other Expenses	300	1.
Total	$ 10,440	34.8
Profit	19,560	65.2
	$ 30,000	100.

Percentage of Sub. Receipts to Advertising Done, A $100,000, Sub. $30,000		30.
Percentage of Total Profit to Total Bus..A 4,000 S 19,560		
Total	$ 23,560	18.1

Explanation of Table No. I

Table No. 1 shows the facts to be given by each publisher from his books, on a blank sent out by the secretary of the Inland Association. He need not give the totals of his department expense as indicated in column 1, as the percentages figured from these and shown in column 2 would be sufficient for this purpose. The totals are put here for illustration only.

"Under the head "Wages and Salaries," for instance, it is assumed this publisher is reporting the annual salaries of his news force at $5,500, which figures 5.5 per cent of his total advertising, assumed to be $100,000 annually. Followed through the different classifications this illustration shows a total of these expenses of 96 per cent of the total advertising, or a profit over these items of $4,000 or 4 per cent.

"Circulation promotion and collection expenses are figured in like manner against subscription receipts. In this case $30,000 is assumed to be the receipts and these expenses to be $10,440 or 38.4 per cent. This would add $19,560 to the $4,000 profit above, a total of $23,560 or 18.1 per cent of the total business of $130,000.

"It would be necessary to separate and omit the job department expense, if commercial printing is included in the business, by appropriating to it the proportion of total expense that the total business of that department bears to the total of all business done, unless the system of bookkeeping will show it exactly.

TABLE No. II.

TABLE OF EXPENSE FOR 100 DAILY NEWSPAPERS

Percentage of Expenses to Total Advertising (Charged)—

	(1)	(2)	(3)
Wages and Salaries—			
News Force	2.1	8.4	5.
Business Office	4.6	12.	7.3
Shop (Mechanical)	24.5	47.9	42.
Supplies—			
Print Paper and Ink	19.	38.	24.
Rollers, Repairs, etc.	.75	2.	1.2
Expense—			
News—Wire, Correspondents, Plate	1.7	9.3	6.
Postage (2nd Class)	1.9	4.	2.5
Rent, Taxes, Insurance	1.	9.	4.1
Incidentals—			
Miscellaneous Expense	1.5	8.4	5.
Bad Debts, Rebates	1.	3.2	1.6

Percentage of Cost of Securing and Collecting Subscriptions to Total Subscription Receipts:			
Solicitors' Wages and Commissions	6.	24.7	16.
Premiums	.4	8.	1.
Carriers	12.	21.	17.
Other Expenses	.5	3.	1.5
Percentage of Sub. Receipts to Advertising Done	12.	40.	35.
Percentage of Total Profit to Total Business	6.	22.	13.

Explanation of Table No. II

"Table No. 2 is an illustration of a report that might be compiled by the Inland secretary from the percentages sent him by 100 publisher members of the association. In this is given in column 1 the lowest percentage he finds reported in the various departments by any of the publishers. In column 2 he gives the highest percentage he finds in the reports. Then he will find that in 100 reports there will be some place between the highest and the lowest, around which the figures from many publishers will group themselves, and this is called the common or most frequent per cent and is reported in column 3. The individual reports would be kept confidential by the secretary.

"Thus any publisher, after receiving the secretary's compilation, could compare the figures of his own business by these percentages and have before him the highest per cent, the lowest per cent and the most frequent percentage of cost in each department of expense, as compared with the business done. This most frequent per cent is the one that should be of greatest value to him, as suggesting the practice of the greater number of successful publishers of his own class in the conduct of their business.

"Other subdivisions of expense might be made in the blanks set out, and a space might be included for depreciation if desired. Circulation and population might well be added. I do not present this as my final judgment on what should be the form, but merely as an illustration of the idea, which has been applied successfully to the survey of other lines of business, and which I have hastily worked out in an application to the daily newspaper business.

"All figures given here are, of course, fictitious and merely illustrative."

PENNSYLVANIA PUBLISHER PRESENTS MEMORIAL HONOR ROLL

Sunday, June 15, 1919, was designated as Soldiers' Day for Middleburg and Snyder County, Pennsylvania.

At the exercises, George W. Wagenseller, the editor and proprietor of "The Middleburgh Post," presented a Snyder County Soldiers' Honor Roll, and as an expression of personal appreciation furnished a copy to each one of the six hundred men and women of Snyder County who were engaged in the World War, who had survived the conflict.

Immediately after the close of the services at the Court House, the people gathered at Est-Ma Park, where 28 trees had been planted—27 for Snyder County sons who died in the service, and the twenty-eighth in memory of Colonel Theodore Roosevelt. Brass tags were provided for each tree, bearing the name and organization of the soldier who was killed in the war or died in the service, the tags being attached to the trees by the nearest of kin. Patriotic services were later held, the occasion proving to be one of the significant events in local history.

THIS ASSOCIATION SECRETARY DELIVERS THE GOODS

Mr. R. T. Porte of Salt Lake City, Utah, is the secretary of the Utah Press Association and as the result of his work, the Utah Manufacturers' Association has subscribed for nearly all the local papers published in the state of Utah. They worked out a plan of co-operation by which the present Association secretary and the secretary of the Utah Manufacturers' Association placed many hundreds of dollars worth of advertising in the local newspapers.

On Monday, June 2nd, the Manufacturers' Association gave the newspaper men a luncheon at which the plan of an advertising campaign was outlined. On June 7th, the first advertisement of a three months' campaign by the Manufacturers' Association of Utah was started. The bill for the advertising was sent to Mr. Porte, the Association secretary, and a discount of ten per cent taken therefrom, which was used to pay for postage, stenographic service, etc., necessary to the placing of the advertisement. No charge was made for anyone's services, and all the discounts will be accounted for at the annual convention.

With the advertisement, Mr. Porte, as secretary, sent a plate reading notice, which the publishers were asked to print free. It is reported that all the larger papers gave as much reading matter as advertising space and most of these papers prepared the reading matter themselves.

The campaign in purpose was to "boost Utah" and in the event of manufacturers being satisfied that the campaign is successful, the prospect naturally would be that they will continue indefinitely. In addressing the publishers of Utah, Mr. Porte said:

"This is the greatest opportunity the country press in any state has ever had to show what it is made of. If you think only of the few dollars in the present campaign, and not of the future, then you prove yourselves narrow-minded, behind the times, and unworthy of the publishing business."

Other points were made by Mr. Porte in a vigorous "straight from the shoulder" manner which is characteristic of the man.

With the proofs of the advertisement, Mr. Porte sent a suggestion for a layout of a page to be devoted to Utah-made products, indicating that advertisements for local merchants and industries could easily be secured to fill out the page. In the last adjuration, Mr. Porte said:

"Take the proof of the Manufacturers' Association ad and the proof of the page write-up. Show this, with the page layout sent you, to your merchants; explain to them how they can hook up with this campaign the Manufacturers' Association is putting over; how an advertisement on this special page is worth more than on any other page, and that it is an opportunity that should not be lost. Get on your talking clothes and go after the advertisements. You can put it over easily if you try. You have something here to talk about, something concrete, and well worth while."

With this punchful letter for inspiration, a great many Utah publishers who have done very little advertising soliciting with much enthusiasm have gone into their local fields and surprised themselves with the result. Following the printing of the advertisements Mr.

Porte issued a "follow up" letter which contained some practical suggestions.

Mr. Porte is now preparing a directory of the newspapers of Utah and expects to place in the publication all of the necessary information concerning the newspapers of the state. The expense of the publication is being borne by the Utah State Press Association. Copies of the directory will be sent to hundreds of advertisers and advertising agencies.

With his other duties, Mr. Porte is publicity director for the country newspapers of Utah for the Treasury Department of the United States Government. At present, he is pushing a vigorous campaign for the sale of War Savings Stamps, upon which subject, he says, in a letter dated June 16th:

"It is the duty of every paper to encourage thrift. In no better way can this be done than by aiding the campaign we are putting over to encourage the buying of War Savings Stamps and Thrift Stamps. It is one of the greatest things that has come out of the war."

VOTING POWER AT NATIONAL EDITORIAL ASSOCIATION CONVENTION

According to the Amended Constitution and By-Laws of the National Editorial Association, "Each co-ordinating State or District Association is entitled to one vote in all meetings of the National Editorial Association for each twenty paid members of said co-ordinating association or major fraction thereof. The vote of all such co-ordinating associations shall be cast by the members of such association present. Individual paid members of the National Editorial Association shall be entitled to vote, but no person who is a member of a co-ordinating association shall also vote as an individual member."

Another article of the Constitution was amended last year as follows: Article 5, Section 6: "The Executive Committee of this Association shall consist of the president, vice-president and secretary of the Association and six members, chosen by the convention from its membership. In 1918 all six members shall be elected and these so elected shall decide by lot which three members shall serve for a period of two years and which three members shall serve for a period of one year. At each yearly meeting beginning in 1919 three members shall be elected annually, whose term of office shall be for a period of two years."

WORK OF MODEL 20 DISPLAY LINOTYPE FEATURED AT THE A. N. P. A. AND A. P. CONVENTIONS

In its accustomed annual exhibit at the Waldorf during this year's conventions of the American Newspaper Publishers' Association and the Associated Press, the Mergenthaler Linoype Company featured the actual work of the Model 20 display Linotype. This portion of the exhibit consisted of department store newspaper page spreads, the products of the Model 20. The advertisements which were shown locked in the forms, had each been set and run by the leading New York City dailies that are now using Model 20's to compose their display matter direct from the keyboard.

The special Convention Issue of "Lines O'Type News" was on the stand bright and early in convention week. Here again the work of the Model 20 paraded for the edification of the visiting newspaper publishers. This issue of the paper was an "Extra—All Display by Machine," and it was a particularly bright one, including many articles of real value, a front page cartoon ("Ain't It a Grand and Glorious Feelin'") by Briggs, and an illustrated set of verses by Berton Braley. The high lights on the editorial page were a tribute to the genius of Bodoni, and a striking monograph on the genesis of Cheltenham, that popular type face which was created by the Mergenthaler Linotype Company.

A PRICE FIXER FOR PRINTING

Away out in the state of Utah, there is a man who is fixing the price for printing in hundreds of shops throughout the country. His office is in Room 221 Atlas Building Salt Lake City. With the assistance of four people, he determines the prices for which printing shall be sold in over 750 offices, on a basis that permits a profit to the printer at a price that is generally satisfying to the customer. The name of the man is Mr. Roy T. Porte and truly he has proven a haven of safety, as his name implies, to many printers who have been beating about for years in seas of difficulty.

An advertisement in this issue of the National Printer-Journalist will describe more particularly the character of Mr. Porte's service.

Mr. Porte is the author of a book, "How to Figure Costs in a Printing Office." In the preface of that volume, he says: "The reason that there are not more cost systems is because printers generally did not fully understand actual figuring out of a system and thus hesitated," so he clarifies the atmosphere as he goes along because of his logical acceptance of conditions just as they are.

In connection with the service that he is now rendering, this expert in printing costs is actually furnishing figures to printers, upon inquiry, of the right price on 100 calling cards, 10,000 copies of a magazine, or 100,000 letterheads. Issuing a price list, he supplements the figures with sidelights and comments which fortify the printer in the belief that when he quotes a price to a customer that it is a quotation whose accuracy cannot be disputed.

It is said that a county publisher in Colorado doing $300 worth of printing a month finds he cannot do without the price list, and down on the Mexican border a printing office in El Paso says that it is easy to sell from this printing price list, while in Illinois, Ohio, Nebraska, Montana, Indiana and Colorado all the printers of the cities have got together and decided to use the prices sent out weekly for their job printing.

THE LINOTYPE BULLETIN FOR MAY

The March-April (Victory Loan) issue of the Linotype Bulletin is a striking number typographically and particularly interesting as to contests. This issue, with its beautiful cover composed of Linotype ornamental units in repeated or diaper pattern, is set entirely in Cheltenham Old Style as origirated and designed by the Mergenthaler Linotype Company. The contents include a patriotically dressed three-color insert of excerpts from a "Let's-finish-the-job!" address by Secretary of the Treasury Glass, before the Pittsburgh Chamber of Commerce, a resume of the work of the Linotype Company's Department of Typography under the caption "Useful Faces for the Book and Job Printer" and "In the Big Domain of the Public Printer," and article on the Government Printing Office at Washington, especially written for The Linotype Bulletin, to which Hon.. Cornelius Ford, Public Printer, has alluded as being "about the most comprehensive on the Government Printing Office that I have seen."

ONE SOLUTION OF THE SMALL-TOWN PRINTER'S PROBLEM

By Geo. O. McCarthy, Hartington, Neb.

[This article is based upon facts and experience. Mr. McCarthy is in actual daily contact with conditions concerning which he writes.]

I WALKED into a clothing store in my home town the other day with a design for a blotter I wished to sell the proprietor of the store, advertising his leading brands of clothing. "Oh, we get all of them we want free," said he. Then he showed me a big bunch of blotters, folders, etc., sent him free by two leading clothing manufacturers. I then said. "How about some stationery?" "We get all the letterheads we can use and they don't cost us one cent." I was in the air, I must admit. Then, said I, I guess you must in turn be giving away these goods, too. He said he was—for a consideration. That "consideration" was about three times what one paid for these goods "before the war."

This set me to thinking: Here in my home town are forty or fifty merchants and we had been getting very little commercial printing, so I decided to make a thorough investigation. I found the same conditions existing with automobile dealers, farm machinery men and other merchants. "Everything free" was the usual answer. And their prices for the goods sky high. Now right here I want to say that I don't blame the home men for getting their advertising matter free, but I do blame the manufacturers for handing out the printed product to them free just because they buy in one and two million lots and get such low prices FROM THE BIG CITY PRINTERS. It certainly cheapens our profession and keeps the small town printer from securing the business that is justly his. This, of course, refers more to the stationery than the direct advertising. But then, the merchants should be forced to pay for this service. And you say: "Well, the manufacturers have no other way to get their products introduced if they do not give the home merchants this literature. We say, THEY HAVE. The home-town weekly newspaper is a better medium to reach prospects than the direct advertising, and as to cheapening the printing business by giving away letterheads in one and two-thousand lots, there is no excuse for this at all, and it takes legitimate business from the home-town printer that is justly his.

Who is responsible for these conditions, you ask? No one in God's world but those "BIG" printers who do printing as such ridiculously low prices that the manufacturers are enabled to GIVE IT AWAY and at the same time MAKE A PROFIT by so doing. Let the "LITTLE" country printer think. Are you going to continue patronizing the clothing manufacturers who are "stabbing" your business all the time? Who are these manufacturers? They're too numerous to mention. Investigate in your own home town and you'll find out as I have done.

How are the small town printers to meet this competition that is so unjust? There is only one solution—SERVICE of the genuine sort; the kind that advertising agencies give; you can render it if you'll only study the trade journals and apply the methods in a practical way.

There are various ways to go after this business—and secure some of it; first of all, preach advertising, write advertising and LEARN TO SELL ADVERTISING. Hunt up that "dead one" that has used the "stock stuff" for years and write an attractive ad after you have studied his goods, design it, and then go and SELL THE AD. If you can't do this you have not yet learned the modern way to do business as a country publisher, and if you still persist in going along in the same old rut some of these days you are going to wake up to find there's a "new paper in town" and is being started by a live one that is going to make good in the modern way and later buy you out at HIS price.

To meet this cutthroat competition of distributors of free literature, there is only one way—GO AFTER BUSINESS in their field, using their methods, on the QUALITY basis, and while you country publishers as a rule are not prepared to handle large orders, you can get a lot of small orders that PAY YOU BETTER than the large ones would. Write and design your direct advertising just as the big "boys" do and then if it has merit, there will be no trouble in selling your product IF YOU'RE A SALESMAN, and if you are not a salesman, it's high time you were learning. When E. Lawrence Fell, of Philadelphia, said some years ago at a printers' meeting: "Printers, be merchants," he SAID SOMETHING. From that time on I for one can say, I've followed his advice with a greater degree of success than I ever dreamed was possible. For instance: I've sold during the last three years no less than $5,000 worth of printing on the service basis AT MY OWN PRCE and "held down" the foremanship on the side of an 8- and 12-page country newspaper (two of them in different towns), and this has been what we country printers usually term job work, not newspaper ads. It has consisted chiefly of Christmas cards, blotters, folders, etc., and EVERY DESIGN WITH THE WRITING I HAVE CREATED HAS BEEN SOLD—a 100 per cent record. I used to liken the printing solicitor to the book agent; I really felt sorry for him. He used to take orders—"take" is right—at the customer's price. Those who have been awakened are now SELLING SERVICE at their own price.

The two towns I have worked in during the past three years are no exceptions to the rule—one has a population of 1,500, and the other has a population of about 4,000. So far I have found the smaller town was the best field but I have not been located in the new field long enough to say for sure which will turn out to be the best.

To you country publishers who still persist in buying goods of people who are lowering the standards of the printing business I have nothing to say—EXCEPT WAKE UP.

To you "BIG TOWN PRINTERS" who still wail about the "SMALL PRINTERS" being a nuisance, we say: "STOP YOUR NOISE." You're the ones that are doing more to lower the standards of the printing business than the small shops, and as long as you persist in wholesaling printing at such ridiculously low prices, just that long is the printer going to suffer, in the small town especially.

Mr. Small City Printer-Publisher: Start that service department today. It will pay. But give real service and charge a fair price. The big printers can't sell printing always so cheap that your prospective advertisers can give it away if you'll do your duty. Find out the ones that are practicing this in your home town and then ask them to give you a suit of clothes and you'll give them some advertising. Don't buy their goods as long as they cheapen the printing business. Think it over. Don't be the "goat" any longer for the big printer.

A CODE OF ETHICS FOR PRINTER-PUBLISHERS

One of the resolutions adopted at the winter meeting of the Nebraska Press Association provided for the adoption of a code of ethics. The secretary, Mr. O. O. Buck, of Harvard, has prepared the following tentative draft of a code. All who are interested are requested to read the list critically and to suggest any changes or additions that may be considered desirable. The result of this collaboration will be submitted at the next meeting of the Nebraska Press Association for adoption.

1. The code of ethics best calculated to elevate the status of Nebraska printer-publishers must be evolved by the development of moral and intellectual manhood. Every transaction should be judged by the standard of truth and justice.

2. Take advantage of no man's ignorance; insist that employes be truthful and straightforward and that no one in your office shall under any circumstances misrepresent or overcharge.

3. Mix freely with intelligent members of your craft, study their ways and methods and co-operate with them in the promotion of just business standards.

4. Endeavor to get a reputation in your community for honesty and fairness, gain the confidence of your people and prove yourself worthy of it.

5. Never use your paper as a club for the accomplishment of private ends. If necessary to attack an evil do so boldly and fearlessly, for the public good and not for your own benefit.

6. In handling job work have a perfect system of ascertaining the exact cost of every job. This is the only way to get away from the baneful effects of guessing at prices. Failing in this, adopt and use a standard price list, one that is prepared by competent authority and use it on every job. Always consider the mechanical work on your newspaper as a job and price your advertising space and subscription price according. Get away from the practice of competitive bidding on jobs and never, under any circumstances, cut a price to a point where it will not show a reasonable profit.

7. Do not be satisfied with anything except the most exact and systematic bookkeeping. Your books are the history of your business and history, to be worth anything, must be exact and complete. Never permit a charge to be made on your books that cannot be proved by competent evidence in a court of justice to be fair and competitive.

8. The expense of doing business, such as the wear and tear of material interest on money invested, bad debts, rents, taxes, insurance, front office work, a reasonable salary for the proprietor, if he is active in the business, and other items, should always be considered in making prices and it should always be remembered that they are a part of the cost of every job, including the mechanical work on your newspaper. You do not make a profit until all items of expense are taken care of.

9. Never, under any circumstances, pay a commission to secretaries, bookkeepers, or others who may have work to give out. Such practice is demoralizing to business and is never honest.

10. If your competitor is not familiar with right business principles and is willing to learn help him with all the information at your command. You can make no better investment of your time.

11. If you are offered work that you cannot do decline it and tell your customer where he can get it.

12. Make no rebates or allowances in your advertising rates to anyone except regular authorized advertising agencies. Have a fair price for your space and stick to it. Use a printed rate card; send it to all inquirers for rates and back it up.

13. When it is possible to help a neighbor in a rush of work do so willingly and cheerfully and divide with him the profit on the work. In this way the temptation to purchase unnecessary machinery

and other equipment will often be avoided. Idle machinery is always a temptation to cut prices.

14. When estimates are asked on work that has been done by another printer with the plain intent to find fault they should invariably be declined. It is never safe to criticize a price without being in possession of all the facts.

15. Never make estimates on work you cannot do. It is always unsafe and unjust to try to make prices on the other fellow's work.

16. Always have the courage to ask for a fair price for your work and be sure that it includes all the items of expense mentioned in paragraph 8 and any other items that may occur in handling the job.

17. Estimates calling for detailed specifications of value of stock, composition, etc., should be refused. These are details that the customer has no right to know.

18. When asked for an estimate on a job of printing always insist on knowing the names of all who have been asked to submit prices. Often this information will show you whether it is worth while or not to submit a price. You have a right to this information.

19. The man who asks for a price on printing and then shows the figures to another printer, thus giving him a chance to make a lower price, should be marked. He is a crook and should be treated accordingly.

20. In the conduct of your establishment it should be your constant aim to employ none but people of high moral character and to pay them wages in proportion to their ability and value to you.

21. Young people who are taken into the office or shop to learn the business or trade should be given special consideration and particular care should be taken that they form the right ideals of the importance and value of their calling.

22. An apprentice who shows that he or she is not adapted for the work should be advised to seek another occupation without loss of time. Nothing is gained by turning out poor workmen; there are too many of that kind already.

23. The apprentice should learn the trade or business so thoroughly as to reflect credit upon those who teach him.

24. Build your business upon service. Let your patrons know that you can take as good or better care of them as anyone else in your line. Let them know that you give a dollar's worth for every dollar they spend with you.

25. Be a good citizen. Take an active part in the affairs of your community. Don't try to do everything in your community, and don't shirk. Make a special effort to become known as one who always has the best interests of the community at hart and that you are always ready to do your share to put them over. Be a man among men. You are engaged in one of the world's most honorable and useful callings. No man in the community should be of more importance than you. Show a just appreciation of this importance and shape your life acordingly, not in a boastful, self-important way, but in a spirit of real helpfulness and co-operation.

O. O. Buck, or "Ole" as his friends call him, is the newly elected secretary and field secretary of the Nebraska State Press Association, the two offices being combined. Most of his 47 years of life have been spent in a newspaper office. He was born on a central Illinois farm and began life on his own hook as a country school teacher but even prior to this time he was getting into newspaper work by way of the country correspondence route. For more than 25 years he has been almost continuously a country editor except for a period of one year when he engaged in the banking business. This was too tame a life for him, tho, and he improved the first opportunity to dispose of his bank and get back into the only game that is worth while. During a large portion of his experience he has made a sort of a specialty of buying and building up run down papers, later selling them at a profit and seeking new worlds to conquer. This has given him much more than ordinary experience in the business and he points with pride to the fact that he has never picked a loser. At present, in addition to his official duties, he is editor of the Harvard (Neb.) Courier and manager of the Harvard Printing Co.

As recording secretary and field secretary of the Nebraska Press Association he has an ambitious program. First of all, he believes that country editors, as a class, have a chance to be the most useful persons in their communities. Believing this, he also believes that they should be brought to a proper realization of their importance and that they should be recompensed in proportion to their usefulness. These are the foundation principles of his platform and the central ideas from which he will work. Radiating from this central point naturally come such ideas as continual improvement of service to the public, better business methods, closer and more effective organization, higher ethical standards, more co-operative efforts and many other things of greater or lesser importance.

All this makes a big order and the time will never come when it can be said that perfection has been reached, but Nebraska publishers are assuring him of their hearty co-operation and are backing up their promises with substantial support so it is reasonable to expect that the Nebraska Press Association will make some worth while gains in the time to come.

THE OLDEST NEWSPAPER IN THE UNITED STATES

[Illustrations Expressly Made for the National Printer-Journalist]

By William Harrison Taylor

Founder Connecticut Editorial Association, Hartford, Conn.

THE "Hartford Courant" is the oldest newspaper in the United States, which has a record of continuous publication in the same place using one name all the time. Thomas Green, of the famous family of printers, set up the first printing press in Hartford, and on this machine printed the "Courant."

The first number was experimental—a test. It was dated October 29, 1764, and was numbered "00." The editor said that, if it was esteemed, it would be continued, and it has continued ever since, which is the proof that it was favorably received. Every copy through all these years has borne the name "Courant," and, although the paper has been published all this time, its title is pronounced all the way from "currant" to "cou-rant'." The first regular number appeared under date of December 3, 1764.

One or two other papers date their beginnings farther back, but every one whose course is carefully examined will be found to have been discontinued for a time, or its name or location was altered. The word "Courant" has never failed to appear in this paper's title, though at first it was called the "Connecticut Courant."

The Weekly ran on for 150 years and was discontinued in October, 1914, when the Sunday edition made its successful appearance. To the Weekly of 1764 was added the Daily in 1837. In 1864 at the centennial anniversary a fac-simile number was issued on imitation old paper and in ancient typography. It was a wonderful reproduction. A single mistake occurred. On the last page the word "Thanksgiving" so appears, when in the original it was the old style letter, being "Thankfgiving." Even at this date copies of the facsimile are treasured as originals.

There have been comparatively few changes of ownership in the life of the paper. In 1768 Green sold out to Ebenezer Watson, who died in 1777, and the Widow Watson conducted the "Courant" for a year or so, the first woman editor in the country. Then she took George Goodwin into partnership, and in 1799 she married Barzillai Hudson and the firm of Hudson & Goodwin was established, which printed many books as well as the paper.

The great change in the history of the "Courant" came in 1867 when the owners of the "Press," a lively and able paper which did not succeed, bought the "Courant" and adapted it to the aggressive policy of the defunct "Press," so that the latter died only in name.

These owners were Joseph R. Hawley, a leading abolitionist and founder of the Republican party, later Major General, Governor, Congressman and Senator; Stephen A. Hubbard, who had been partner with Edmund Clarence Stedman as editor of the "Winsted Herald," in their day a paper with a wide reputation, and Charles Dudley Warner, whose fame as a man of letters was yet to be made and is now so firmly established. W. H. Goodrich, who had been with the "Courant," was the publisher. Mr. Hubbard died in 1890, and in 1890 the owners took out a charter as a corporation styled The Hartford Company. General Hawley was in Washington at the time and Mr. Warner was president, W. H. Goodrich treasurer, and C. H. Clark secretary. Later two long-time employees, Arthur L. Goodrich and Frank S. Carey, became stockholders. Still later, W. H. Goodrich died and these two became respectively treasurer and secretary. General Goodrich

Home of the Hartford Courant

died in April, 1911, and Mr. Carey retired from active service in 1911, retaining his position as vice-president. The present officers are:

President: Charles Hopkins Clark.

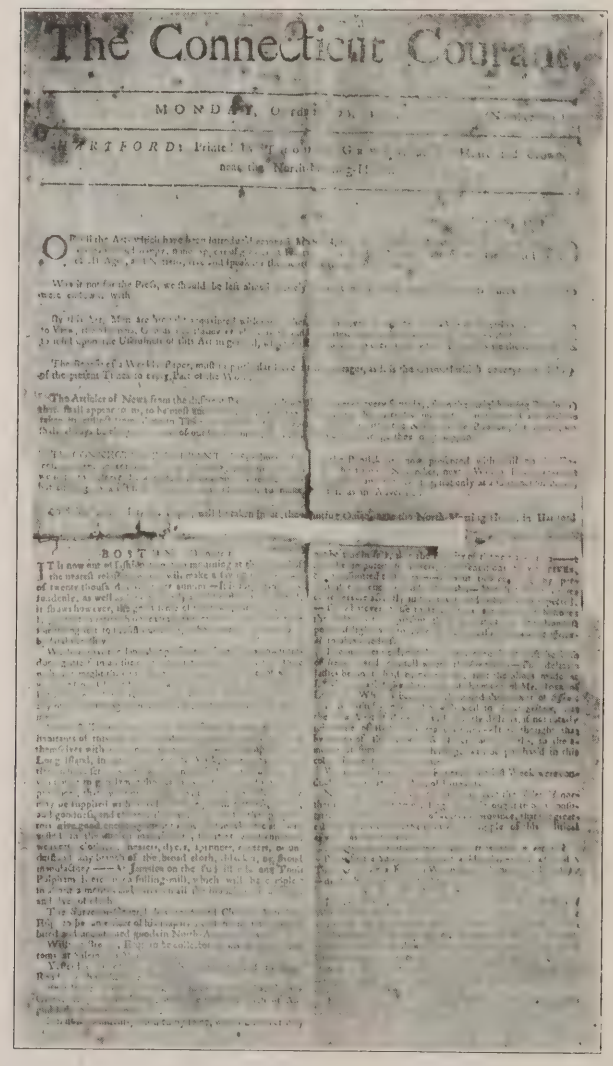
Vice-presidents: Frank S. Carey and Henry K. W. Welch.

Secretary: Horace B. Clark.

Treasurer: Henry H. Conland.

The "Courant" in its files, still preserved, covers the entire history of the United States and goes back twelve years earlier. The Declaration of Independence was published on July 15, 1776, as news from Philadelphia. Every important incident in the countrys' history has here its contemporaneous mention.

As now published the paper has the full Associated Press news and has special correspondents all over the state, in Washington and in various other parts of the world. Of late years, under a younger and more active management, the demand for the paper has brought a much increased circulation, and the daily now sells practically 25,000 every weekday morning, while the Sunday has more than 31,000, and both are steadily growing.


The Connecticut Courant.

Reproduction of First Page of the Courant Oct. 29, 1764

The responsible editor, Charles Hopkins Clark, was graduated at Yale in 1871, and has been on "The Courant" ever since October of that year. He is a director of the Associated Press and member of the board's executive committee, director of the Connecticut Mutual Life and Phoenix Fire Insurance companies, trustee of Yale University, and holds various other positions.

Mr. Conland, the treasurer, came to the paper in 1904, and became business manager in 1912. He is a director of the Hartford Chamber of Commerce.

Horace B. Clark, the secretary, is the son of the editor-in-chief. He was graduated from Yale in 1878, and has been with "The Courant" ever since. He was until recently president of the Board of Fire Commissioners.

The managing editor is Clifton L. Sherman. Mr. Sherman was graduated from Amherst in 1888 and began newspaper work on the "Springfield Union." He came to "The Courant" in 1890. After a service of ten years he went to the "New York Sun," returning to "The Courant" in 1904. He and Treasurer Conland, both of whom are stockholders, have with their energetic policies had much to do with the growth of the paper.

The "Courant" is widely known as one of the most clear, reliable and progressive papers in the United States and is among the papers most freely quoted by the press throughout the country. It has been aptly named the "Family Bible of Connecticut," owing to the stand it always takes in everything pertaining to the uplifting and well-being of all the people.

BOOKLET EXPLAINS FUNCTIONS OF DIRECT ADVERTISING

Direct Advertising has seven specific advantages for the man who has something to sell. As a dependable advertising medium—

It is individual;
It is timely;
It is flexible;
It is selective;
It is confidential;
It is economical;
It is comprehensive.

And in a little descriptive booklet, "Two Blades of Grass," just issued by the Advertising Bureau of the United Typothetae of America, each of these values is analyzed and applied to the needs of modern busines.

Especially is the booklet of interest to the printer because it deals with the question from the printer's point of view. It urges special consideration of the printer's capacity to suggest and co-operate with the advertiser, declaring that the printer's service is "rich in possibilities" for the direct advertiser who, through proper technical co-operation, "can make two blades of grass grow where only one grew before."

A letter from Noble T. Praigg, Advisory Counsel to the U. T. A. Advertising Bureau, says a request addressed to the U. T. A. at 608 S. Dearborn St., Chicago, will bring a copy of the booklet to any reader of National Printer-Journalist.

REVIEW OF JOB PRINTING

Address all communications to Alfred R. Gardner, 4610 Ravenswood Avenue, Chicago, Ill.

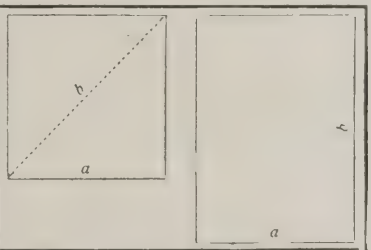
DURING the past few years a great deal has been said in printers' and advertisers' publications regarding the standardizing of catalogue and magazine sizes. The writer has had an article in preparation which has several times reached the publication stage, but each time after laying aside for a few days and re-reading it has been discarded for revision. The principal objection being the same as can be made to most of the literature that has been written on this subject, that it was applicable to only a portion of the trade.

Recently we have received several circulars from N. J. Werner of the Western Printing Machinery Company of St. Louis, relating to a system of Standardized Universal Formats that we believe is a step in the right direction. Undoubtedly this will meet with opposition from many printers, especially that part of it which relates to the use of the metric system of measurement, but even this would be found a convenience and time saver. If you don't believe it, buy a one meter or fifty centimeter rule that is graduated to feet and inches on the reverse side and make a practice of using the metric side in your own work until you become familiar with its use, then see which is most convenient. The writer has tried it and prefers to use the metric side whenever it is possible.

But the system of Universal Formats which Mr. Werner proposes can be used with any system of measurement. It is scientifically correct, we think, and very convenient for reproduction photographically, besides being much more economical than the present haphazard systems in vogue. Below we are reproducing enough of his literature to give a fairly clear idea of what the improvement is and how it works out in practice.

Several mathematic ratios have now and then been proposed to govern the formats of book, pamphlet and job pages. They have been designated "golden mean," "printers' oblong," "regular "and "hypotenuse oblong." Lack of space prevents a discussion of the properties of each. Suffice it to say that the opinions of competent

Format No.	SERIES A — For the Trimmed or Finished Product — Sizes of Paper, Board and Leather Bound Books — Size in Centimeters	Size in Inches	Book Designation	SERIES B — For Envelops and Other Containers — For Mill or Stock Paper and Cardboard — Size in Centimeters	Size in Inches
1	1 × 1.41	25/64 × 35/64	.....	1.06 × 1.5	27/64 × 19/32
1½	1.18 × 1.68	15/32 × 21/32	.....	1.26 × 1.78	1/2 × 45/64
2	1.41 × 2.	35/64 × 25/32	.....	1.5 × 2.13	19/32 × 27/32
2½	1.68 × 2.37	21/32 × 15/16	.....	1.78 × 2.53	45/64 × 1
3	2 × 2.83	25/32 × 1 7/64	.....	2.13 × 3	27/32 × 1 3/16
3½	2.37 × 3.37	15/16 × 1 21/64	.....	2.53 × 3.56	1 × 1 13/32
4	2.83 × 4	1 7/64 × 1 9/16	.....	3 × 4.25	1 3/16 × 1 11/16
4½	3.37 × 4.75	1 21/64 × 1 7/8	.....	3.56 × 5.06	1 13/32 × 2
5	4 × 5.66	1 9/16 × 2 7/32	Small 128mo.	4.25 × 6	1 11/16 × 2 3/8
5½	4.75 × 6.75	1 7/8 × 2 5/8	Large 128mo.	5.06 × 7.12	2 × 2 13/16
6	5.66 × 8	2 7/32 × 3 5/32	Small 64mo.	* 6 × 8.5	*2 3/8 × 3 11/32
6½	6.75 × 9.5	2 5/8 × 3 3/5	Large 64mo.	7.12 × 10.12	2 13/16 × 4
7	8 × 11.3	2 5/32 × 4 7/16	Small 32mo.	* 8.5 × 12	*3 11/32 × 4 3/4
7½	9.5 × 13.5	3 3/4 × 5 5/16	Large 32mo.	10.12 × 14.25	4 × 5 5/8
8	11.3 × 16	4 7/16 × 6 5/16	Small 16mo.	*12 × 17.	*4 3/4 × 6 11/16
8½	13.5 × 19	5 5/16 × 7 1/2	Large 16mo.	14.25 × 20.25	5 5/8 × 8
9	16 × 22.6	6 5/16 × 8 7/8	Small octavo	*17 × 24	*6 11/16 × 9 7/16
9½	19 × 27	7 1/2 × 10 5/8	Large octavo	*20.25 × 28.5	*8 × 11 7/32
10	22.6 × 32	8 7/8 × 12 5/8	Small quarto	*24 × 34.	*9 7/16 × 13 3/8
10½	27 × 38	10 5/8 × 15	Large quarto	28.5 × 40.5	11 7/32 × 16
11	32 × 45.2	12 5/8 × 17 13/16	Small folio	*34 × 48 *	13 3/8 × 18 29/32
11½	38 × 54	15 × 21 1/4	Large folio	40.5 × 57	16 × 22 7/16
12	45.2 × 64	17 13/16 × 25 3/16	.....	*48 × 68 *	18 29/32 × 26 3/4
12½	54 × 76	20 1/4 × 30	.....	57 × 81	22 7/16 × 31 15/16
13	64 × 90.5	25 3/16 × 35 5/8	.....	68 × 96	26 3/4 × 37 13/16
13½	76 × 108	30 × 42 1/2	.....	81 × 114	31 15/16 × 44 7/8
14	90.5 × 128	35 5/8 × 50 3/8	.....	96 × 136	37 13/16 × 53 9/16
14½	108 × 152	42 1/2 × 60	.....	114 × 162	44 7/8 × 63 7/8
15	128 × 181	50 3/8 × 70 1/4	.....	136 × 192	53 9/16 × 75 5/8



SERIES C

For Containers for Series B Containers

For Cover Papers (in black rule square)

Size in Centimeters	Size in Inches
6.25 × 8.8	2 15/32 × 3 15/32
7.4 × 10.5	2 29/32 × 4 1/8
8.8 × 12.5	3 15/32 × 4 15/16
10.5 × 14.9	4 1/8 × 5 7/8
12.5 × 17.7	4 15/16 × 6 15/16
14.9 × 21	5 7/8 × 8 1/4
17.7 × 25	6 15/16 × 9 27/32
21 × 29.7	8 1/4 × 11 23/32
25 × 35.3	9 27/32 × 13 29/32
29.7 × 42	11 23/32 × 16 1/2
35.3 × 50	13 29/32 × 19 11/16
42. × 59.5	16 1/2 × 23 7/16
50 × 70.7	19 11/16 × 27 7/8
59.5 × 84	23 7/16 × 33 1/16
70.7 × 100	27 7/8 × 39 3/8
84 × 119	33 1/16 × 46 27/32
100 × 141.4	39 3/8 × 55 11/16
119 × 168	46 27/32 × 66 1/8
141.4 × 200	55 11/16 × 78 3/4

critics appear to settle upon the last named, as the one answering most satisfactorily the demands of esthetic taste, convenience and economic production. Therefore, this ratio is applied in these swstematized formats.

"Now, a correct system of page or sheet dimensions should be neither local nor national, but should be devised to cover the needs of the entire paper-using world. For this reason it is deemed wise that metric measurements be primarily applied to fix the dimensions. The papermakers of the leading countries are not confined in their sales to their immediate localities, but, especially with the better grades of paper, have an international market. The sole international measure, the metric, if but for this reason alone, should be used in dimensioning paper and cardboard. In the table the dimensions are also stated in their approximate equivalents in inches.

"In the hypotenuse oblong the proportion of width to length is as 1 to the square root of 2 (or 1:1.41 plus). The system starts with 1 centimeter, the first dimensions being 1X1.41 cm., which double with every alternate larger size. The intermediates (or half-number formats) range with these in geometrical progression and also double as they increase in size. The geometrical ascending factor is 1.189, or fourth root of 2.

SERIES A

The first section of Series A governs the sizes of Trimmed or Cut Cards, Tickets, Stamps, Labels, Stickers, etc.

The dimensions between the middle-cross-lines under Series A govern the sizes of Trimmed Magazines, Brochures, Pamphlets and paper-covered Books, and of the Covers of Books bound in cloth or leather; also of Trimmed Writing Papers (flat or folded), Loose-Leaf Sheets and Cards, etc. A more extended review of the use of the particular sizes is given elsewhere in this Exposition.

The third section of Series A governs the sizes of large Charts, Maps, Atlases, Prints, Broadsides, Posters, etc., and of a five-column Newspaper suggested as an ideally convenient size.

SERIES B

Series B governs the sizes of Envelopes, Boxes, File Holders, and other Containers intended for matter dimensioned to Series A sizes.

The figures included in the brace under Series B indicate the standard stock sizes of all varieties of untrimmed Paper and Cardboard, as furnished by the mills. Of these those indicated by black figures are leading ones. The two larger sizes are their doubles and are intended for specially large forms; the need for them is limited by the extent to which large forms are put to press. The two smaller sizes need not generally be furnished by the paper-mills (except in bonds and other writing papers), as printers can readily cut the smaller sizes out of the main sizes, without waste.

*-The starred (*) figures under Series B are for the sizes of Photographic Wet and Dry Plates, Films, and Sensitized Papers, which latter after being printed are to be trimmed to the related sizes given under Series A.

SERIES C

The black figures under Series C state the sizes of Cover Papers. It is very often required to have Cover Paper cut larger than the inside stock of a book, brochure, catalog or magazine.

In general the figures under Series C apply to the sizes of Containers (cases, packing-boxes, etc.) for Containers made according to Series B dimensions. Note particularly that the figures under Series B and C give the outside dimensions of all Boxes, Cases and other Containers.

The uses of the three series of sizes must be confined exclusively to their respective purposes—one should never be applied in place of the other.

PAPER SIZES

To avoid inconvenient fractions, the sizes given within the heavy rule squares under Series A and Series B, as those of stock coming from the mills, may be slightly altered and fixed as follows—for American and British use—in inches:

For Paper Sheets and Cardboard—

No. 13—27x38 inches. No. 13½—32x45 inches.
(The present 32x44-inch size is workable.)

For Cover Papers—

No. 12—20x28 inches. No. 12½—23½x33 inches.
(Old 22½x28½ and 23x32½ inch sizes are usable.)

Of course for all other countries, or universal use, the centimeter dimensions should govern.

The Hypotenuse Oblong Proportion

Take any perfect square and measure the oblique line from one angle to the opposite, which is, of course, equal to the width of a square of double area. Let the side of the square represent the width and the diagonal the length of the sheet, and it will be found that the proportion is unchanged when the sheet is folded in half."

By figuring according to the familiar rule of finding the hypotenuse of a right-angled triangle, it is found that the proportion or ratio of the side of a perfect square to its diagonal is as 1 to the square root of 2 (or 1:1.4152 plus). This proportion then represents that of the width to the length, as closely as it can be applied, of each of the Standardized Universal Formats.

A peculiar and also very economical feature of the Standardized Universal Formats, inherent therein because of the hypotenuse oblong proportion, is that, while a Series B sheet may be folded into 8 leaves (or 16 pages) and the signature trimmed to the proper dimensions in the Series A list, the same sheet will "cut 9 out," that is, 9 single or separate leaves (or 18 pages) having the same dimensions. For example, a 27x38-inch sheet when folded and trimmed gives 16 pages, each 8 7-8x12 5-8 inches, and when cut 9 out gives 3 times 8 7-8 (26 5-8) by 3 times 12 5-8 (37 7-8) inches. A 32x45 sheet allows 32 pages folded and trimmed to 7½x10 5-8 inches, and when cut singly affords 6 by 3 times 7½x10 5-8-inch leaves or 36 pages. This represents a saving of 12½ per cent in paper stock when single leaves are required. The division of Series B sheets into 3, 6, 9, 12, 18, 24, 25, 36 and 49, as well as 2, 4, 8, 16, and 32 times Series A pages is possible with but scant waste. This is a point to be taken into consideration with loose-leaf work of all kinds.

* * *

Samples of stock catalogues from J. M. Palmer of The Fairbault County Register, Blue Earth, Minnesota, show good taste in composition and the press work is above the average for this class of work. Mr. Palmer is located in one of the best cattle and hog raising sections of the country and has quite a run of these catalogues during the season.

F. W. Woolworth Co. recently published a 32-page and cover booklet commemorating the fortieth anniver-

GOOD
PRINTING
The Davis Press
LOCHNER'S
PRINTERY
GOOD PRINTING
ATTENTION!
YOU can't evade, if you would, the duties of the hour. Our country's needs demand the utmost efficiency, the greatest economy, the elimination of waste.
Advertising and Printing are among the prime necessities of business activity, and The Courier Advertising and Printing Service can help you to secure economy and efficiency.
THE GIBSON COURIER
GIBSON CITY, ILLINOIS
THE BELLEVILLE TELESCOPE
The Newspaper of Republic County
Superior
Monotype
Nothing Better in the Windy City
Superior Typesetting Company
Monotype \ Linotype \ Makeup
732 Federal St. Harrison 2755
IOWA
PRINTING
CO.
CLINTON, IA
Dig Out!
The Faithorn Company
Direct Advertising Engravers & Printers
500 Sherman St. Chicago
Miller's Fireproof Garage
L. A. MILLER, Proprietor
FORD
CARS TRACTORS TRUCKS
"We Ford Family That Always Make Good"
FREE DEMONSTRATIONS
Expert Mechanics Auto Accessories
CATCHEL & MANDERS
PHOTO-ENGRAVERS
PHILADELPHIA
Observations of Jimmy, the "Devil"
Out Your Printing Troubles
by Bringing Them to
THE LIVINGSTON PRESS, Bennington, Vermont

sary of the opening of the first 5-cent store in Lancaster, Pennsylvania. The book gives a good history of the 5- and 10- cent store movement from its beginning to date, is well illustrated with halftones and line borders and printed in two colors, the work being done by Manz, Chicago.

* * *

Most printers are interested more or less in direct-by-mail advertising and as illustrating its importance to the trade we think the following article from **Direct Advertising** is worthy of reproduction here:

"The Buffalo Graphic Arts Association spent $5000 last year advertising the advantages of direct advertising to the business men of Buffalo and vicinity. The campaign was successful and is to be continued this year.

"One month a folder was sent out, the next month a booklet, the third month a mailing card, and so on. In addition, a series of advertisements was published in **The Live Wire**, the official organ of the Buffalo Chamber of Commerce. These advertisements dealt in a constructive way with the benefits of advertising of all kinds, and then lead into a discussion of the exclusive advantages of direct-by-mail advertising.

"One advertisement carried a table of figures from

The London Economist showing the net profits earned annually by seventeen great London stores, from 1913 through 1916. This table showed that business was substantially back where it was when the war began. In addition **The Economist** was quoted as saying that 1917 would show a still better record.

"With this as the text, the advertisement of the Buffalo Graphic Arts went on to say that American business men must advertise as the English houses do, if they intend to maintain their position and their prestige during the war.

"Another of these periodical advertisements was entitled, "Advertising Reduces Selling Costs." This advertisement gave the annual advertising appropriation and the selling cost of four leading clothing manufacturers for 1910-1911, as follows:

"Hart, Shaffner & Marx, $85,000, selling cost 2½ to 3%.

"Kuppenheimer, $49,000, selling cost 4%.

"S. W. Peck & Co., $29,000, selling cost, 6%.

"Alfred Benjamin, $24,000, selling cost, 7%.

"The advertisement then quoted Professor Paul Cherrington of Harvard as saying, "Here is one of the most powerful object lessons ever tabulated regarding the relation of advertising and sales policies. In almost perfect proportion to the expenditure for advertising, the selling cost has decreased, and volume of sales increased. Those clothing manufacturers named above are all advertisers—there is an endless number of other manufacturers whose names are little known to consumers, and whose selling cost ranges all the way from 6 to 9 per cent. They are getting neither the reduced cost of manufacture which comes with larger volume of sales nor the decreased selling cost which comes with trademarking and advertising to the consumer."

"The conclusions drawn in this advertisement were as follows: "The proof of the permanency of advertising values is the fact that the leading clothing houses are now spending as high as five times their total appropriations of 1910. We have cited the early instances for the benefit of those Buffalo business men who have not yet commenced to advertise their business.

"Begin to advertise during the present month, and we are willing to accept your testimony in January, 1919, as evidence of the business-creating power of publicity.

"Direct Advertising forms a substantial portion of the work of the clothing makers. Some of the finest color jobs which come from the presses are books of men's fashions. Dealers are plentifully supplied with mailing material.

"Take a leaf from the men's style books and apply the lesson of their successes to your own business. The Buffalo Graphic Arts Association is an organization of progressive printers devoted to the development of more advertising, better printing and engraving."

"The Direct Advertising mailing pieces, however, were the main artillery in the Buffalo Graphic Arts' campaign. These mailing pieces were themselves actual demonstrations of Direct Advertising.

"This unusual campaign of the Buffalo Graphic Arts Association was handled by James Wallen. It was entirely a new departure for a printing organization to attempt to use advertising to increase the volume of printing, and the results are in every respect most creditable, not only to the Buffalo Graphic Arts, but also to Mr. Wallen. Furthermore, the campaign sets a very high stndard for other printing organiations to follow.

"In addition to the facts already stated, Mr. Wallen writes to say that the literature should itself tell the story of the campaign and should also convey a correct impression of the purpose of the Buffalo Graphic Arts Association.

"The only thing you would not be able to discover from our various advertisements is the effect of the campaign. To my mind the results have been altogether good. In the first place the printers, engravers and paper merchants in the Association were more fully awakened to the possibilities of advertising their own business. This inside result is no small accomplishment and the members gladly acknowledge that what I have just said is true. At luncheon clubs, I have observed that the Graphic Arts campaign has occasioned a good deal of discussion of Direct Advertising among business men.

"We have on record cases where manufacturers, merchants and bankers have directly started mail campaigns because the Graphic Arts literature converted them to this method of publicity. Many such people asked Secretary Fiske for information as to how to go about advertising direct.

"Some business houses which have connections with advertising agents and counselors, as well as printers, have insisted on a further knowledge of what might be done in extending their trade by the means we advocate. The campaign had an influence early in bringing Direct Advertising as an issue before advertising practitioners, who have not urged our way of doing things.

"The printers who most deeply benefit from this work are those who early set their houses in order and established Direct Mail facilities. There are a number of such progressive men in the Buffalo Graphic Arts Association.

"We are planning for the coming year with even more assurance than we started, believing that in this age of waste-elimination, the economy of Direct Advertising must appeal to the sensible business man.

"When travel is so difficult, Direct Advertising ought to prove a reliable substitute salesman, and is likely to supplant the regulars who do most of their big deeds in the smoking compartment of the Pullman. This wasteful use of man power should be stopped by the silent salesman."

One of the mailing pieces used by the Buffalo Graphic Arts Association in this campaign was a small booklet "On Good Terms With the Dealer," the text matter of which, for lack of space, we are reprinting in part only :

"The makers of Paris Garters decided that to know is better than merely believe. So George L. Louis, their advertising manager, went on a journey to the retail stores handling Paris Garters, with a view to discovering the dealers' opinions on the twin subjects of sales methods and advertising.

"Mr. Louis visited 800 retailers in towns of every size. In this four-year jaunt he "gathered some mighty tangible evidence of the value of direct advertising to interest the dealer." We will let Mr. Louis tell the story:

"In a great many instances I saw these merchants receive and go through their mail. I was impressed with the care and thought that was given to almost every piece of literature that came from the manufacturers and jobbers. Upon being questioned they told me that the matter sent directly to them, and their trade journals, were the two main sources of information as to the goods, styles and prices that were in vogue.

"I saw many of these retailers file away letters, cards and circulars for future use. I was very much surprised to learn that a goodly percentage of direct matter has considerably longer life than I had ever expected.

"I remember one retailer who showed me a circular which illustrated and described some sort of a woman's apparel novelty that he had received four months previously. On the day I was with him, he was ordering a supply. He told me he was not prepared to buy when he received the circular but was impressed with the offer, so he filed it away until he could buy.

"It was intensely interesting to study the effect of direct advertising as a prelude to salesmen's visits. I recall a typical incident that occurred in a dry goods store in a Pennsylvania town . While I was talking to the proprietor of the store, a salesman came in and presented his card. The retailer gave this salesman a very cordial, hearty greeting. In the course of a half hour he bought a fair-sized bill of goods.

"In answer to my question I learned that this was the first time the salesman had ever visited this store, that the merchant had never met him before, but that several letters and circulars had been received before the salesman's visit.

"At a very trivial cost this concern had introduced itself, its goods and its salesman, and the time ordinarily consumed in introduction and preliminaries was thus saved.

"And I found where direct matter was mailed regularly between the gaps of the salesman's visits it was very difficult for competitors to get the retailer's business. I heard very decided impressions from the retailers regarding the recognition of their importance and dignity. As one western merchant expressed it: 'If they want my business, let them come directly to me for it. I refuse to be forced to buy because they are advertising nationally, or for any other roundabout reason.'

"It is only by means of direct advertising in one or the other of its many forms that it is possible to connect the dealer with your national advertising. When you have this connection—the red blood cooperation of the retailer—you can expect the maximum sales at the minimum cost."

The Buffalo Graphic Arts Association can assist you in building your direct advertising."

Blotter advertising is sound and practical and many printers make a big success of it. We are illustrating a group of specimens in this issue which show quite a variety as to detail, but all well adapted to the purpose for which they are intended. Most of them are such as the average printer can produce with stock material. The specimens from the Davis Press,, Miller's, The Livingston Press and Faithorn Company are printed in one color, the others are in from two to five colors. The illustrations we hope will show the proper color values. All are standard size, 4x9¼ and 3½x6 inches, except the Livingston Press job which is 1¼x8 inches, 12 sheets thick and fastened at each end with a Dennison fastener, only the top sheet being printed. These pads can often be made from waste stock.

A concern which has made quite a success of blotter advertising is the Davis Press of WWorcester, Mass. The following item from **Postage** magazine relating to their experience is interesting:

"The idea of blotter advertising is sound. You give your customer or prospective customer an article he can use—that he wants and does use frequently. He doesn't even take it home to the children—he uses it himself. It has **your story and** personality on it in some way, if it is a real blotter; so that every time he does use it he can read your message.

"If the blotter is of good stock it does its duty well. it causes more or less a feeling of satisfaction in his mind—whether he is aware of it or not.

"Different from t he average advertising matter, a blotter that has been adopted as part of the working equipment of a business man's desk 'stays on top.' That's why we believe in making copy short—something he can't help taking into his system at a glance.

"An attractive picture on the blotter grips attenion. Pictures that have action and 'go' in them are the kind that grip. - - - We can trace the starting of some of our very good accounts to blotter advertising."

* * *

Our friend McCarthy of Hartington, Nebraska, has tried specializing in blotters as a side line and this is what he writes under a recent date: "I've tried a plan during the past month on envelope blotters to see if it would prove successful. It has. Every time I could grab a few minutes time I'd get one up, in or out of town, and submit a press proof. I've submitted 23 designs and have received 17 orders. So it is a profitable line to specialize on for a change. I write a personal letter when submitting the idea out of town. As I sell the service too the price is————per thousand, and there has never been a kick on the price. Now I know there are "stock" men who come here and sell them cheaper but they don't sell many. Sometimes a fellow wants me to leave the idea—says he wants to "think it over." Im on. If he likes it he wants to see what the other fellow will print MY design for. I'm on to that stunt and tell him to come around after he thinks it over, but in the meantime I'm going to try to sell it to some competitor who can think a little quicker when he sees a good thing. That may not be good salesmanship, or good diplomacy, but it makes them act on the spot in most cases, for as you know, a man don't have to take a week to think over spending———— * * * *

"Some people might think that this would cause the business men to cut their newspaper ad space—in fact, when I first started it I thot so, but the experience that I have gained has proven that it really makes them TAKE MORE SPACE. This town is no exception; Gordon, Central City, Hastings, Geneva, and Omaha were the same way. My extra change on this line went into several hundred dollars."

BARHYDT NEW SALES MANAGER

"The Miller Saw-Trimmer Company of Pittsburgh announces the appointment of Mr. Frank V. Barhydt as general sales manager, with headquarters in Pittsburgh. He succeeds Mr. J. R. Kemp, recently appointed Pacific Coast sales manager with headquarters in San Francisco.

Mr. Barhydt's comprehensive and thorough experience during sixteen years' connection with the printing industry, have well qualified him to direct the large organization of salesmen selling Miller Feeders and Miller Saw-Trimmers direct to the printer.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

Established in 1883 as "The Printer and Publisher"

Published Monthly by The Ravenswood Press
4610-18 Ravenswood Avenue, Chicago, Illinois

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN S. HERBERT - - - - Managing Editor
WILLIAM E. HERBERT - - - - - Business Manager
E. GEORGE ERTMAN - - - - Special Representative

Official Paper of the National Editorial Association
Member National Editorial Association, United Typothetae of America, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO. ILLINOIS, JULY, 1919

One must be dull and unresponsive to influences, not to have felt the significance of these passing days. A trade journal necessarily non-partisan in character, cannot be expected to dwell upon the import of current political events, but must confine its editorial discussions to those subjects related definitely to the industry. Opponents and champions of certain governmental policies see and hear enough during the ordered course of events to warrant their holding of opinions and strong convictions upon various subjects.

Fourth of July celebrations, with their stirring oratorical appeals to the imagination have left their impress and doubtless many readers of this journal have become convinced that the evils which beset their ways, those that so often vex, annoy and discourage, are swallowed up in their importance with larger and weightier problems.

* * * *

Printing and publishing, long held in bondage by the ignorance of an unappreciative public, are coming into their own. Forced advances, long marches and patient waiting in the commercial field, continued demonstrations of usefulness, the repeated performance of valorous deeds, have finally won honor emblems and many citations.

The man who does not believe in the efficacy of printers' ink today is in the hopeless minority. The commercial leader who is unwilling to reward the printer or publisher commensurately, is confessing his unfitness to further hold his position and must soon be stranded along the shore, bickering snarling and struggling while the great stream of his enlightened brethren hurries on to the great gulf of security. From all points of the compass come reports that costs of operation are higher, buyers of printing and advertising are willing and even eager, to pay according to the measure of value received.

With national and international markets opening up as never before in history, with a steadily increasing growth of per capita wealth, with a demand for their product increasing by leaps and bounds, now is the time, if ever, for every owner of a printing and publishing office to secure independence of a substantial character. If the Apostle Paul were rewriting his epistle today to apply to present commercial conditions he would doubtless conclude one of his most oft-quoted passages with the words—"but the greatest of these is cooperation."

Cooperation suffereth long and is kind, cooperation envieth not; cooperation vaunteth not itself, is not puffed up; doth not behave itself unseemly, seeketh not her own; is not easily provoked; thinketh no evil.

Cooperation is now understood and most printer-publishers are wisely holding to the opinion expressed by that great leader of true Americanism, Theodore Roosevelt, who said "Every man owes some of his time to the upbuilding of the profession of which he belongs."

The conventions of the printing-publishing industry—newspapermen well call it a profession—indicate that cooperative endeavor is making vast strides. The large list of officers of press associations, most of them are also printers, contain the names of leaders, many of whom are most successful as business men, who are giving of their time, money and energy that their brothers may realize the benefits of cooperation. Their efforts are not always appreciated, but they have the same confidence in their mission that Paul had,—and realize that they must suffer long and be kind, overlooking the frailty and unresponsiveness of their erring brethren. They are the salt of the earth and their savor is being more widely appreciated as the months roll by.

* * *

The summer months are those in which wise printers and publishers plan for expansion. Some there are who delay their shop re-arrangements until the busy season is upon them and then are unable to give sufficient time to derive the best results.

The type foundries, wood and steel furniture manufacturers, the paper houses, and the machinery men are all willing to be of assistance and can furnish serviceable information whether an immediate purchase of their products is contemplated or not. They are all far-sighted enough to realize that in making the constituent parts of the industry more successful, they will either directly or indirectly benefit. It is a serious mistake to treat supplymen as though they are a menace and are not to be trusted. The better companies, which are those that have proved their value to the industry, usually may be depended upon for advice and counsel.

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

GEORGIA PRESS ASSOCIATION

The annual convention of the Georgia Press Association was held July 14-16 at Monroe, and the meeting was the most memorable one in the history of the association.

The arrangements were in the hands of editors Ernest Camp and Ed Caldwell of the News and Tribune, and there was a record-breaking attendance. The people of Athens, seat of the state university, were also interested in making the editors' visit an enjoyable one.

James O'Shaughnessy of New York, secretary of the American Association of Advertising Agencies, spoke on "National and Foreign Advertising." J. W. Brown, president of the Editor and Publisher Company, was down for an address. Wright A. Patterson, editor in chief of the Western Newspaper Union, talked on "The Place of the Rural Press in American Civilization."

WELD COUNTY (COLO.) PUBLISHERS' ASSOCIATION

The Weld County Publishers' Association of Colorado were entertained recently by the city of Cheyenne, Wyo.

The party was taken in cars to the Wyoming Hereford ranch, six miles from the city, and introduced to the blue-ribbon winners of that famous ranch and entertained by the genial manager, Mr. Husted. From there the route led to Fort D. A. Russell, thence to the Great Bell ranch, where Mr. Bell, the boss of the big show at Cheyenne, had arranged a splendid display of his products. Awaiting the editors in the city, in the Plains hotel dining room, was a banquet of proportions gigantic, and all were on keen edge to assist in clearing the tables.

Mr. Roy Ray of Windsor acted as toastmaster up to an appointed time, then released the honor to Mr. D. H. Williamson. Each one present was called upon to "say something," and many did with honor and credit. The hospitality of Cheyenne, of the Frontier Committee and of the association all came in for a just share of praise and "Beautiful K-Ka-aty" was handled by Messrs. Foster and Williamson in an able manner, to take up any waste time. The menu, ably served by the Plains, was of the best.

VIRGINIA PRESS ASSOCIATION

The annual meeting of the Virginia Press Association will be held July 17-18-19 at West Point.

R. A. Anderson, of Marion, is president, and Charles B. Cooke, of Richmond, secretary-treasurer.

At the July meeting the resolutions adopted at the Roanoke meeting in 1918 will go into effect. One of these resolutions provide for the abolishment of the office of historian, and also does away with the various district vice-presidents.

L. E. Pugh, of the Newport News Press, is chairman of the Daily Section of the Virginia Press Association, created at the Roanoke meeting, and it is probable that the association will be strengthened by the addition of several of the more influential daily newspapers of the state to its membership.

The tentative program calls for a steamer trip down the York River to historic Yorktown, which is now becoming famous again as a naval station and fuel oil base. After dinner at the Yorktown Inn the return trip will be made by moonlight. Another afternoon will be spent in visiting the shipyard and other industries at West Point.

NEW YORK STATE PRESS ASSOCIATION

The newspaper workers and publishers of the state gathered at the Grand Union Hotel June 25th at Saratoga Springs for the beginning of three distinct conventions, the meeting of the Associated Dailies, the convention of the New York State Press Association and the New York State Republican Editorial Association.

The meeting of the Associated Dailies was called to order by President E. C. Van Loan, of Hudson, with twenty-five members in attendance. The attention of the meeting was occupied with a question box which discussed subjects relating to advertising, circulation, accounting, mechanical facilities and labor. Among the topics discussed were making returns, merging rural routes and revising second-class postage rates. The question of having an association advertising man for foreign business was considered. Members expressed their opinions of the standard cost sheet sent out by the A. N. P. A. and the question of associate members making a similar report was discussed.

The merits of six and seven point for body mat-

ter, the pyramid make-up of pages and rubber press rollers were among the matters considered from the mechanical standpoint. Labor came in for a good share of the discussion and the problems of linotype operation was the most important. All labor conditions from the business office to the carrier boy were taken up.

The opening session of the State Press Association was held June 25, with President William O. Green, of Fairport, presiding. The delegates were welcomed by former Senator Edgar T. Brackett and the response was by Charles H. Betts, of Lyons. Various committees were appointed to take up the matters that came before the association for consideration.

The first business session was held on the 26th and was concluded on the 27th, after which the annual banquet took place, when addresses were made by Colonel George Harvey, General Samuel T. Ansell, of the War Department; Chancellor James R. Day, of Syracuse University; Harry S. Atwood, of Chicago, and James Schermerhorn, editor of the Detroit Times.

OZARK PRESS ASSOCIATION

W. A. Black of the Mansfield Mirror, was elected president of the Ozark Press Association at the meeting held at Mountain Grove June 23rd. Other officers are: Vice-president, George S. Townsend, Mountain Grove Journal; secretary, H. L. Gosele, Houston Republican; treasurer, W. H. Lynch, Springfield Norman. Executive committee: Charles W. Fear, Joplin Trade Unionist; C. L. Wood, Rolla Herald, and Oliver Davis. Springfield was selected at the next meeting place, and the association decided to affiliate with the National Editorial Association.

NEW HAMPSHIRE WEEKLY PUBLISHERS' ASSOCIATION

The annual mid-summer outing of the New Hampshire Weekly Publishers' Association was held at Portsmouth, with headquarters at the Wentworth at New Castle-by-the-Sea, from Friday, June 27th, to Sunday, June 29th. The program included a launching, an inspection of the big naval prison and a talk by Thomas Mott Osborne.

CONNECTICUT EDITORIAL ASSOCIATION

Members of the Connecticut Editorial Association and their wives gathered at the Momauguin, Cosey Beach, near New Haven, recently for the June meeting of the association. The party were the guests of manager Theodore Swift, who proved himself a perfect host, and won the hearts of all. Bathing was enjoyed by a number of the party, and then followed a social hour.

A short business meeting took place at 4 o'clock at which round table talks were made by members, advertising and advertising agents being the principal subject under discussion.

At 5 o'clock a shore dinner was enjoyed. It was one of manager Swift's finest dinners and every member present did it justice. During the dinner an orchestra conducted by Prof. George J. Grenier entertained with many selections which were appreciated.

A number of the party remained for the dancing which followed the dinner, while others reluctantly made their departure.

NORTH CAROLINA PRESS ASSOCIATION

The executive committee of the North Carolina Press Association met in the Selwyn Hotel in Charlotte on Tuesday, May 20th. It was decided to hold the next annual meeting on Wednesday and Thursday, July 30th and 31st. The meeting will be held at Wrightsville Beach, the place having been selected by the association at the 1918 meeting in Asheville.

The Oceanic Hotel was selected at the place of meeting.

Arrangements have been made with the various railroads of the state for the exchange of transportation for advertising for members and members of their families on the ante-war war basis.

The people of Wilmington are arranging a delightful local program of entertainment, full particulars of which will be announced later. The editors will be taken through the great shipyards there.

Important matters will be discussed, and the local entertainment will be all that can be desired.

SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION

The annual outing of the Southern California Editorial Association was held in Redondo Beach June 21-28.

The association represents the editors of the daily and weekly newspapers south of Tehachepi and has a membership of several hundred.

The city was literally turned over to the newspaper men, who were given free use of practically all the concessions. Several speakers of note addressed the convention.

NEW JERSEY PRESS ASSOCIATION

The sixty-third annual meeting of the New Jersey Press Association was held at Lake Minnewaska, N. Y., June 27-30.

SEEKS TEXAS CONVENTION

Corpus Christi has entered the lists as a contender for the 1920 convention of the Texas Press Association and sent a strong delegation to San Antonio to the convention in June to place the

claims of Corpus Christi properly before the association.

BRIDGEPORT PRESS CLUB

The Bridgeport Press Club, membership in which is limited to editors and reporters on the Standard Telegram, Post, Evening Herald, Times, and Sunday Herald, has been formed.

Angus S. MacKay of the Standard Telegram was elected president. A. G. Jackson of the Standard Telegram, vice-president; Joseph A. Altieri of the Standard Telegram, secretary, and Harvey A. Brown of the Standard Telegram, treasurer. These officers are to serve until the first week in July, when others will be chosen for a six months' period.

The aim of the organization is "to promote greater unity between the members of the newspaper fraternity of Bridgeport; to maintain the integrity of the profession in keeping with its importance and traditions; to stimulate greater civic interest generally throughout the city, and to instill broader sympathy for the welfare of Bridgeport."

Present plans include a luncheon each Thursday afternoon. At the last meeting, Bill Steinke, Post and Standard Telegram cartoonist, invited the club to gather next week " 'neath the old apple tree" in his back yard in Black Rock.

The present members of the organization are: Earl C. Donegan, Charles J. Haynes, John B. Powell, J. K. Conroy, A. G. Jackson, Harvey D. Brown, James H. Shay, Joseph H. Masterson, Bill Steinke and Angus S. MacKay of the Standard Telegram; George C. Waldo, Jr., Edwin B. Inglis, Andrew H. Lyon, L. M. Pasquin, Norman C. Hall, Phillip G. Clarke, Jackson J. Donovan, of the Post; Arthur F. McCree, Augustin F. Maher, John C. Lennon, Howard I. Comstock, David Kane, of the Evening Herald; Jerome J. Karpf and Lynn W. Wilson, of the Times, and Herbert P. Plank and Richard Howell, of the Sunday Herald.

It was decided to admit women to membership in the organization.

INDIANA DEMOCRATIC EDITORIAL ASSOCIATION

The Democratic editors of Indiana held their annual summer meeting in Fort Wayne July 3-4.

INTERNATIONAL EDITORIAL ASSOCIATION

The International Editorial Association will hold its first annual convention in Cleveland, Ohio, September 26, 27 and 28. Headquarters of the new organization have been established at 1028-1030 Hotel Statler, Cleveland. Clare Berger, president; Carol Bird, vice-president, and Claude R. Diegle, secretary of the Editorial Workers of America, have sent their resignation as officers of that organization, and will hereafter give their entire attention to the I. E. A.

Officers of the new association are: Clare Berger, Warren (Pa.) Mirror, president; Carol Bird, Detroit Free Press, first vice-president; Edward Arkle, Wheeling (W. Va.) Telegraph, second vice president; Claude R. Diegle, Milwaukee Leader, secretary; Clare Crawford, Fostoria (Ohio) Review, treasurer.

Branch clubs have been established in Milwaukee, Wis.; Warren, Pa.; Fostoria, O.; Cleveland; Detroit, Mich., and Erie, Pa.

IOWA PRESS

It is the idea of Field Secretary Caswell that during September and October this year the editors and publishers of the state of Iowa shall all have a chance and no excuse to miss attending a convention where something more and better can be worked out for the interests of those in most near and direct competition. In order to do this the group meeting idea of the bankers' organization in this state has been considered, and on that idea it is designed to have one-day sessions in at least sixteen different counties of the state. Applications for the honor and privilege of entertaining these group conventions have already come in from some places, and others will be considered and taken up in ample time to make all arrangements later.

Important and interesting subjects for discussion at these group conventions will also be of great value, and suggestions along that line will be received very thankfully. The organization has in mind several persons who have strong and well grounded ideas on certain matters of importance to the newspapers all over the state and he will endeavor to have such publishers attend some of these meetings and help stir things up.

Mr. Caswell says: "The August and September numbers of the Corn Belt Publisher will have the whole scheme of these group conventions worked out, so that all may be informed concerning them. In the meantime, fellows, keep thinking of what you want considered at your group meeting, that will help you and your competitor do more business at a fair profit.

"Meetings like these will make the limousines, boys, if you all do your part. They have done it for the bankers, and the bankers know the way."

NEW YORK ASSOCIATED DAILIES

The New York State Associated Dailies, composed of the owners of about thirty-five of the smaller daily newspapers of New York State, held their summer session June 25 at the Grand Union Hotel, Saratoga.

The president of the association, E. C. Van Loan, of the Hudson Republican, presided. The

other officers are: Gardiner Kline, of the Amsterdam Recorder, vice-president; and Henri M. Hall, of the Jamestown Journal, secretary-treasurer.

A discussion of subjects of interest to owners of smaller daily newspapers, in relation to matters of frequent or every-day occurrence occupied the time of the opening session.

Questions of circulation, advertising, accounting, mechanical and labor were taken up and discussed freely, the members relating their personal experiences for the benefit of others.

Before the question box was taken up Frederick P. Hall of the Jamestown Journal read a memorial paper on the late Louis McKinstry of the Fredonia Censor.

After the business session a luncheon was given by the Hudson Republican for members and their women guests, followed by an automobile trip to the State Reservation, Yaddo Park and Saratoga Lake as the guests of Reservation officials.

Those at the convention included: Amsterdam Recorder, W. J. Kline and Gardiner Kline; Batavia News, William H. Kuhn; Elmira Star-Gazette, F. E. Gannett; Geneva Times, W. A. Gracey; Hornell Tribune-Times, W. G. Masterman; Ithaca News, Chester C. Platt; Jamestown Journal, Fred P. Hall and Henri M. Hall; Kingston Freeman, Jay E. Klock; Little Falls Times, John Crowley; Lockport Union-Sun and Journal, G. E. Fitzsimmons; Malone Telegram, C. M. Redfield; Mt. Vernon Argus, F. J. Merriam; Niagara Falls Gazette, A. C. Deuel; Poughkeepsie Eagle-News, Francis W. Platt; Rome Sentinel, A. C. Kessinger and A. R. Kessinger; Saratoga Saratogian, John K. Walbridge; Tarrytown News, Wallace Odell.

FORTIETH ANNUAL MEETING OF THE TEXAS PRESS ASSOCIATION

The fortieth annual meeting of the Texas Press Association convened in San Antonio, heaquarters at Gunter Hotel, June 11 to 14. More than 350 registered for the convention; splendid entertainment provided—a banquet was held one evening by Gunter Hotel and a ball one evening by Gunter Hotel, an auto ride to the various army posts and fields, outdoor sports at Brackenridge Park, one afternoon of baseball games, matinees and receptions for the ladies—furnished a full quota of recreation.

"Advertising was the principal theme of the meeting and the sessions were marked by business discussions throughout.

Congressman J. J. Mansfield from Columbus, Texas, delivered a stirring address on why the postal zone system now in effect should not be repealed and the asociation went on record, wiring their members in the Senate and Congress asking for a continuance.

Action was taken asking that Texas representatives in Congress investigate why the country press was not remembered by the railroad administration and the war department in placing advertising. The departments were condemned and the association pldged to fight further appropriations without a recognition of the country press.

The association refused to join the National Editorial Association as a unit but pledged support and assistance in a financial way, this to be raised by the secretary. Delegates were appointed to attend the National Editorial Association; at least ten from this association are pledged to attend the national meeting in July.

Geo. E. Hosmer, chairman National Editorial Legislation Committee, from Denver, addressed the meeting.

The Texas Press Asociation has now more than 525 members, 65 new members being admitted at the San Antonio meeting; next meeting to be held at call of Executive Committee in Houston.

New officers elected: Sam Fore, Jr., Chronicle-Journal, Floresville, president; John Esten Cooke, Reporter, Rockdale, vice-president; Sam P. Harben, Richardson Echo, secretary (re-elected thirteenth time); C. F. Lehmann, treasurer, San Antonio (re-elected twentieth time).

CURRENT LINOTYPE BULLETIN DEVOTED TO SHOWING OF CHELTENHAM

Every other issue of the Linotype Bulletin is now devoted to the presentation of a linotype type-family, a plan that is to be continued until the entire collection, each with its own series of initials, borders, head and tail pieces and other co-related ornaments, specially designed to harmonize, has been so exhibited. Naturally, no pains were spared in executing the showing of Cheltenham Old Style, to which the May number of the Bulletin is devoted. Cheltenham is the tremendously popular face that was created originally by the Mergenthaler Linotype Company. The text of this admirable specimen of linotype composition de lue is a monograph on Cheltenham, its origin and utility.

STRANGEST OF MACHINIST-OPERATORS

The linotype ordered by the Trinidad Guardian of Port-of-Spain, Trinidad, B. W. I., arrived, of course, "knocked-down" and packed in export crates and boxes. The man who set it up is a West Indian negro who had never seen a linotype, or, so far as we know to the contrary, ever known there was such a thing. Having set it up he proceeded to learn to operate it and care for it; and he is on the job in the capacity of machinist-operator for the Trinidad Guardian today. How did he do it? Truly, "there are more things in heaven and earth, Horatio, than are dreamt of in your philosophy."

ILLINOIS PRESS ASSOCIATION HOLDS ANNUAL MEETING

The Illinois Press Association met in annual convention at the Sherman House, Chicago, June 27 and 28, with an attendance of between 300 and 400.

The Illinois Association has taken on new life under the leadership of Mr. S. P. Preston, the President, of Gillespie, and Mr. H. L. Williamson of Springfield, the Secretary. Mr. Williamson is also Public Printer of the State and has special facilities, which, coupled with his pronouncedly superior executive ability, form a combination for accomplishing results hardly possible under less fortunate conditions.

President Preston opened the first session with a statement regarding the accomplishments of the past few months in securing needed legislation for the newspapers of the State. Mr. Preston pointed out the advantages of the law which requires public officers to give a full acount of their disposition of funds, thereby insuring care in their disbursement as well as encouraging honesty, with a final result that the tax payers of the state will be the gainers.

In dwelling upon the advantages of the new statutes to the local newspapers Mr. Preston said;—"Many of you have not been as strong in the business management of your papers as you will now be. You have failed to secure the official publication of notices of various kinds that you should have had. The new law penalizes both you and the officer unless you publish the statements in your newspaper. You've simply got to take the money, whether you want to or not. It seems like going to extremes in legislating newspapermen into taking what they should have, but that's about what it has come to. We've made it compulsory for you to get this official publication advertising and then to get the money afterwards."

Probably the most notable characteristic of the fifty-third convention of this association was the disposition of everyone present to share in the discussions. Mr. Preston was chiefly responsible for the livliness of the sessions, as he persistently encouraged discussion by his repeated provocations, supplemented by inimitable sallies of wit.

Mr. L. M. Wood of the Sumner Sentinel precipitated a lengthy, and most interesting discussion, at the morning session Friday by describing the work accomplished by his county organization and in telling of his management of his newspaper and job office. Mr. Wood has taken advanced ground in insisting upon cash-in-advance payment on subscriptions as well as in the adoption of a simplified cost system for printing. The conclusion reached was that every county in the State should be organized and the new officers and Executive Committee were urged to use their utmost endeavors to secure the accomplishment of this greatly desired end.

The afternoon session of Friday was such as to hold the interest of every attendant.

Advertising rates, subscription rates and related subjects were discussed ably and with the result that a great many publications in Illinois will adopt higher standards for more successful business conduct.

Help the small advertiser along so he may be able, in time, to take his place among the big fellows, was the advice given by E. E. Campbell of the Alton Daily Times, who was called on for a talk.

Speaking on "Our duty to the Advertiser," Mr. Campbell said:

"Tendency of the old-time advertiser was to take space and then let his copy run, with little or no change, for a long time, thus losing many valuable opportunities to interest the public. It is the duty of a paper to instruct such advertisers.

"It is up to the advertiser to give out information regarding the service he can give, why he is in business, and other reasons why the public should deal with him. If he does not understand this he should be taught how to advertise. Honesty in advertising is absolutely essential and must be encouraged in every way."

An open forum conducted by Mr. A. T. Spivey proved interesting and helpful.

A motion offered by Mr. J. M. Page of Jerseyville, a veteran Association worker and a former Secretary and President, to the effect that the invitation to a theatre party at the Garrick in the evening be accepted, unanimously prevailed.

Saturday morning's session had for its most notable feature an extended talk upon the subject of Printing Office Efficiency by Clarence A. Burner, who, by the citation of many examples and experiences, brought forcibly to the attention of the gathered printer-publishers that there are many improvements possible in every office.

Mr. John H. Harrison of Danville addressed the convention on "Collecting Legal Advertising," a subject in which all had a direct interest.

The report of the Legislative Committee consisting of Mr. J. M. Page of Jerseyville and Mr. H. U. Bailey of Princeton was most satisfactory.

Addresses by President S. P. Preston and President-elect James E. McClure of the Democrat, Carlinville, excited much favorable comment.

The following officers were elected:—

President, J. E. McClure, Carlinville Democrat; first vice president, Mrs. John T. Galbraith, Carbondale Free Press; second vice president, Paul R. Goddard, Washington Reporter; third vice president, C. F. Renick, Woodstock Reporter; secretary, H. L. Williamson, Springfield (re-elected); treasurer, B. E. Pinkerton, Monmouth Atlas (re-elected). The executive committee was increased from three to five, the two new members being J. H. Harrison, editor and publisher of the Danville Commercial-News, and the retiring president, S. P. Preston, publisher of the Gillespie News.

The convention closed with a banquet at which speeches were made by former Speaker F. D. Shurtleff, J. H. Harrison, Senator Harold Kessinger, Congressman William B. McKinley, and others. A reference by Senator Kessinger to Governor Lowden as "the next president" was cheered.

Resolutions were adopted asking Governor Lowden to become a candidate on the Republican ticket for President of the United States.

Political Associations Formed.

Action along political lines was taken by the Republican and Democratic editors who are members of the association, who organized the Republican Editorial Association of Illinois and the Democratic Editorial Association of Illinois.

The two organizations held caucuses as side issues to the convention. Through the central committees and officials of the Republican and the Democratic editors' organization questions involving united action along political lines are to be settled.

The officers chosen for the Republican Editorial Association are A. T. Spivey of East St. Louis, president; and Michael Walsh of Harvard, secretary.

The Democrats elected E. E. Campbell of Alton, president; J. M. Sheets, secretary; and S. P. Preston, treasurer. The only official action taken was the passage of the following resolution:

"Resolved, That the Democratic editors of Illinois do hereby endorse the administration of President Wilson and heartily approve the League of Nations."

The entertainment features, a theatre party by supply houses and a banquet by the Chicago Association of Commerce, were greatly appreciated; the editors and their wives repeatedly expressed their pleasure over the enjoyment of the hospitality extended.

BIRDSEYE VIEW OF OREGON CITY, ORE.

ANNUAL CONVENTION NEW JERSEY PRESS ASSOCIATION

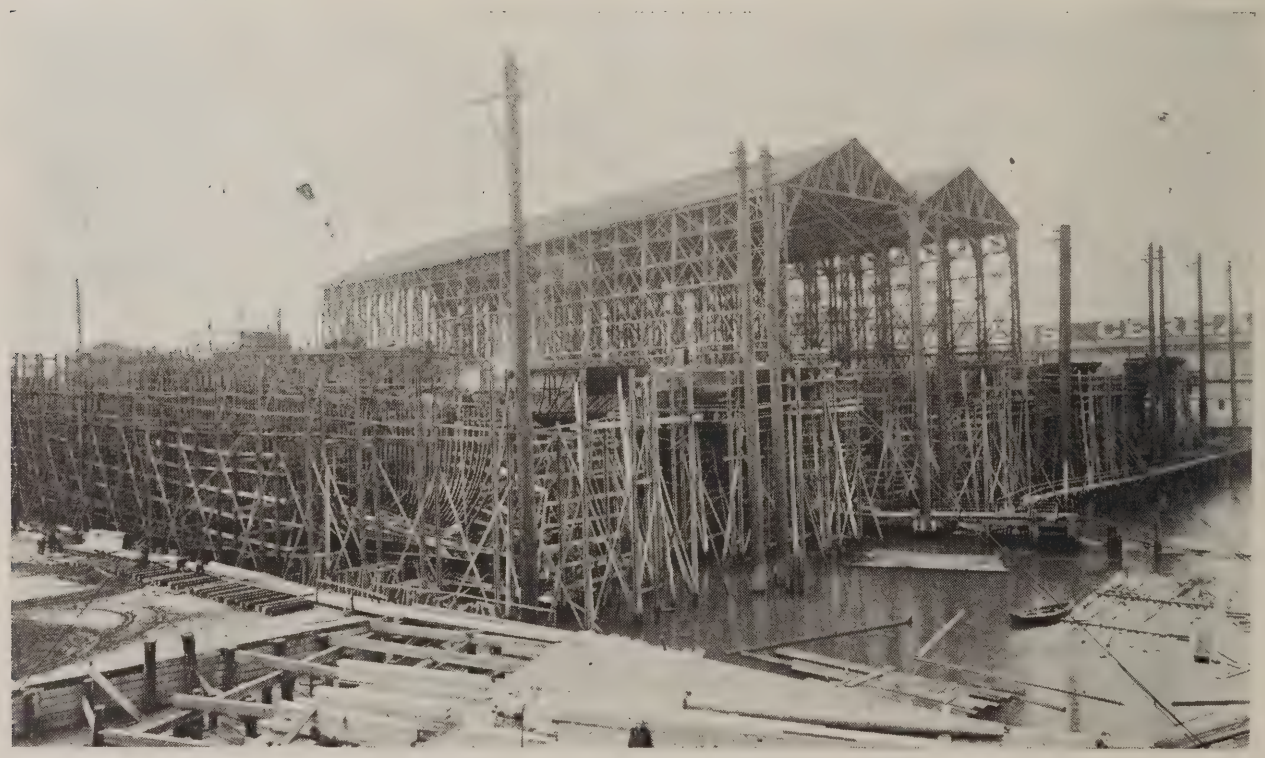
The Sixty-third annual meeting of the New Jersey Press Association was held at the Wildmere Hotel, Lake Minnewaska, on June 27th. William B. Bryant, of the Patterson Press-Guardian, presided. President, Alfred Cooper, Cape May Gazette, Cape May Court House; Vice-President, W. L. Tushingham, Camden Courier; Secretary, John W. Clift, Summit Herald; Treasurer, W. B. R. Mason, Bound Brook Chronicle; Executive Committee, E. A. Bristor, Passaic Herald; J. N. Naylor, Allentown Messenger; E. V. Savidge, Hopeville Herald; J. E. Clarey, Jr., Madison Eagle; William H. Bryant, Paterson Press-Guardian; D. P. Olmstead, Perth Amboy News. Following the election of officers, papers were read and discussions of interest to the newspaper men were held.

The party, which numbered over 100, left New York on the Hudson Day Line Steamer, Washington Irving, on Friday morning taking the boat to Kingston, from which point they went by rail to Kerhonkson. From there a six miles drive brought them to the beautiful Lake Minnewaska on the summit of the Shawangunk Mountains. The annual bannuet was held on Saturday evening when Dr. John Handley, Pastor of St. Luke's M. E. Church, Long Branch, N. J., was the principal speaker. Dr. Handley was the chaplain in the 112th Heavy Field Artillery, and gave many reminiscences of his experiences in France. On Saturday and Sunday the members of the party enjoyed drives to Lake Mohonk and other points of interest near Lake Minnewaska. The return trip was made to New York on Monday by the Hudson River Day Line.

No. 1. Mount Rainier, with glacier in foreground.

No. 3. Lake Washington Canal Locks, Seattle, the largest locks in the world with the exception of the Panama Canal. These locks allow vessels of almost any size to pass to and fro between Puget Sound and the fresh water basins of Lakes Union and Washington. Delegates to the National Editorial Association will be be taken through these locks and canal while in Seattle.

No. 2. Picturesque auto road throu gh Rainier National Park, en route from Seattle to Mount Rainier. The mountain looms in the background, 14,408 feet above sea level.



No. 4. The famous Skinner & Eddy steel shipbuilding plant at Seattle, which broke all world shipbuilding records during the war. This will be one of the interesting sights for the National Editorial Association delegates while in Seattle. It is planned to have a great steel vessel launched while the delegates are in Seattle.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

WANTED, FOREMAN FOR PRIVATE SHOP, operated by Chicago Insurance Co., an opportunity for middle aged country printer, must have working knowledge of hand composition and press work. Address Mr. Ott, 20th floor Consumers Bldg., Chicago, Illinois.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

ATTENTION! WE HAVE A COPYRIGHTED Patriotic Testimonial, a work of art, which hundreds of communities are presenting their returned soldiers and sailors. Sell it to your cities, villages, county boards. Good commissions. Sells itself. Write for samples and prices. Leicht Press, Desk 4, Winona, Minn.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.

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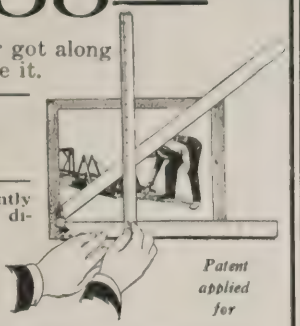

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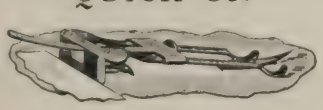

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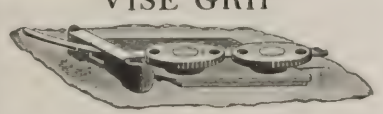

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A JOURNAL for PRINTING and ALLIED TRADES

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COLLEGE TRAINING FOR THE PRINTING INDUSTRY

EVERY boy who can possibly go to college owes it to himself to do so. Every father who can possibly send his son to college owes it to the boy to send him. But where? All education is good, but not all is equally good and not all is good in the same way. We have a general idea of the value of collegiate education. It is worth while to get a definite idea of the value of a specific kind of collegiate education.

The old-fashioned classical college had in its day a very definite aim for a limited number of young men. It did three things. It served as the foundation for professional training, indeed in earlier times it was all the training professional men had outside the profession itself. Now it is the vestibule of the professional school. It trained teachers. It gave young men of means the appreciation and mental training in the so-called humanities that enabled them to enjoy and adorn the lives of leisure which were before them. It still does these things for professional men, for teachers, and for men of leisure.

But now great numbers of young men go to college who have neither of these objects in view. Forty years ago it was considered little less than foolishness to send a boy to college unless he belonged to one of these classes just described. Now the great majority of college graduates expect to be wage earners. Wage earners of a high class, calling themselves salaried men, but wage earners just the same and in some sort of business at that.

The old line college has ceased to be an adequate preparation for wage-earning. Its education has great value still, but it gives the graduate no specific training which can immediately command a liberal remuneration. Very likely he has friends who can get him a good opening. Very likely he has a degree of general mental training which will help him to success. But he has no definite training which he can immediately offer for sale at a good price with the certainty of finding a purchaser.

So we have agricultural colleges and engineering schools of various sorts and the like, institutions which give the student at once the cultural values of academic training and the cash value of specific training for some particular work in life.

Now we have a printers' college. We have a college where a young man can get the culture and the invaluable experience of a college course and at the same time can get a knowledge of the printing industry which will enable him to command immediately a good position with a good salary and good prospects. Is not that an attractive proposition for the young man who wants to go to college or for the father who wants to give his son a start in life? Is it not a particularly good proposition for the printer who wants to see his son educated and at the same time trained to take up his business and carry it on to continuing and increasing success?

This printers' college is one of the departments of the great Carnegie Institute of Technology at Pittsburgh. This institute is one of the leading institutions of the United States. It has a student body of many hundreds organized in several departments, a great plant, adequately endowed, and a carefully chosen faculty. The tuition fees are very low because of the large endowment. High school graduation is required for admission. Its course in printing is a full four year college course, well balanced as between shop work and related classroom work. It offers on the social side all the opportunities for athletics, fraternity life, and the like which are to be found in any college. No student who goes there need feel any fear that he is being cheated of any part of a collegiate course by being sent to a mere trade school.

It is not the purpose of the Carnegie Institute of Technology to train craftsmen. The shop-work of the course is inclusive and covers the ordinary operations of a printing plant. The student actually does his shop-work, but not for the purpose of becoming a

skilled workman. The work is careful and thorough, but its purpose is to make the student actually familiar with the operations so that he may have high standards of work and know how high grade work may be produced. The students are prepared for positions of oversight and management.

The graduates are in great demand. They immediately find employment at good salaries. In this regard they do better than the ordinary graduates of schools of technology in other industries. These commonly have to get their shop experience in the plant which they enter at the pay of a workman in the lower grades.

There ought to be many young men eager to take advantage of such an opportunity if they know about it.

Beyond the college, in the American scheme of education, lies the university with its post-graduate courses of various sorts. The requirement of college or technical school graduation for admission to these courses rests on two considerations.

In the first place a large part of the college course is often necessary as direct preparation for professional study.

In the second place it is desirable to bring to professional study and practice the best and strongest preparation possible in the way of broad and liberal culture and mental training.

Our ideas of what constitutes a profession have been greatly enlarged. We now believe that business is a profession as much as medicine or the law. We therefore have post-graduate courses for men desiring to do business in a scientific, professional way. Those who take these courses learn the fundamental laws and principles of business just as they learn those of other professions. The older type of business man, educated in and by his business life, learned these things slowly by experience. Often his experience was won at the cost of many expensive mistakes. Sometimes he learned these things only imperfectly or even not at all. Now he may learn them thoroughly and scientifically before he enters business at all. Of course, much remains to be learned in the way of detail and of the application of these principles in the actual practice of the business. But he has the principles at his command.

The great industry of which we are members, with the vast expansion which undoubtedly awaits it in the near future, needs young men with training of this sort and is eager to employ them.

The training is ready. The School of Business Administration of Harvard University is at the head of American institutions of this kind. It is a post-graduate school of the premier American university with the prestige, the experience, the traditions of nearly three hundred years behind it. It can never afford to do anything but the best possible work. Its degree is known and honored in every civilized country in the world.

The Harvard School of Business Administration offers a two year course in printing and publishing. This course has been laid out in conference with the committee on education of the United Typothetae of America. The committee on education is an advisory committee for this department of the school of business administration and is constantly in close touch with the dean.

The course covers thorough training in the general principles of all business, such as business law, accounting, merchandising, business organization, and the like. All these general principles are tied up to the printing industry by devoting one-fourth of the course throughout the two years to the special study of the printing business. The purpose of this study is to add a knowledge of the general principles fundamental to all business knowledge as to what is good in printing, how good printing can be obtained, a general knowledge of the industries related to printing, and a knowledge of the application of printing to other business. The product of the school is a broadly educated man trained to apply that education directly to the conduct of a printing business.

Think for a moment what it would mean to an industry to have the services of a considerable number of such men. The printing industry in America has always been weak on the business side. Ranking high in value and volume of product, it has ranked low, shockingly and disgracefully low, in financial stability and responsibility. In part this is no doubt due to the fatal ease with which men without capital and destitute of even rudimentary business knowledge have opened print shops. In part, however, it has been due to lack of good business administration on the part of more important concerns. This lack must be remedied if we are to realize our golden dreams for the future. Here is one way, and a good way, to remedy the condition.

The objection may perhaps be made that there are few or no young men who are college graduates or about to graduate who are interested in the printing business. Perhaps young men about to graduate would be interested if they knew that such a course is open to them and that the committee on education is prepared to place them to advantage when they have finished the Harvard course. So much are these graduates in demand that Harvard has found it difficult to keep the students for the second year because so many of them are tempted by flattering business offers to leave college and take positions at the end of the first year.

But this is not all. The Harvard school of business administration opens its courses to a certain number of special students who are not college graduates. These men must be at least twenty-one years of age, must have had at least a year of actual ex-

perience in the printing business, and must satisfy the faculty that they are able to do the work of the school with credit. These special students get everything the school has to offer except the degree. The degree is a certificate implying all the school and college work leading up to the post-graduate work, and can not properly be given to special students who have not met all these conditions. The special students get all the teaching and everything else contained in the course except the degree.

There ought to be a great many young men ready and eager to go to Harvard as regular or as special students in this course.

(This valuable treatise was furnished by the Committee on Education, United Typothetae of America.)

SELLING SERVICE vs. SELLING SPACE

By H. E. MILES

A NEWSPAPER has on'y two things to sell—its news and its advertising space. These are its commodities. The marketing of these commodities differs somewhat from that of other manufactured products, in that the selling price is not determined by the cost of production, but by their quality and the popular demand for them.

News is usually sold for less than the cost of production, and the average small city daily or country weekly is produced in such small quantities that its cost far exceeds its selling price. Quantity production tends to reduce the cost per subscriber, because the expense of writing news and setting type is as much for one copy of the paper as for one thousand copies, but when the selling price does not exceed the cost of the paper, presswork and mailing, it is impossible to gain by quantity production. It is safe, therefore, to say that on the average, news is sold at less than cost. So, the only thing the newspaper has to sell at a profit is advertising space.

The expert advertiser buys space on the basis of circulation, paying according to the number of copies of the paper sold to its subscribers. He knows very nearly the dollars and cents return he can get from the expenditure of a certain sum of money in advertising to a certain number of people. He knows what percentage of that return he can afford to spend to get it, and that is what the advertising space in the newspaper, reaching those people, is worth to him. He either pays that much or as much less as he can buy the space for—but never any more.

Therefore, the value of advertising space to the expert advertiser depends on the results obtained from the use of that space.

But the country merchant or small city retail dealer is not an expert advertiser. Consequently it is possible for him to buy advertising space, at the same price paid by the expert, and obtain no results that warrant the expenditure.

He is told that his advertising appropriation is not an expense, but an investment. But unless he can secure a return on that investment he might as well invest in wild-cat gold mines or blue sky oil companies.

As a matter of fact, the small town merchant cannot afford to buy space in the local newspaper unless he can get results. And to get results he must get something more than space when he buys advertising—he must get advertising service. The paper that can furnish him advertising service can

You and Your Friends

are cordially invited

to attend

The Opening

of Our New Store

at the Old Location

222 North Main Street, Marquette

Saturday Afternoon, May Tenth

Two to Five o'Clock

Music by The Sonora Phonograph

KUCHS BROS.

Quality and Service

Advertisement Prepared by Service Department of Newspaper and "Sold" to the Store

sell him advertising that will be profitable to him and profitable to the paper.

The country publisher can make more money selling advertising service than he can selling advertising space, because it is easier to sell.

What should we get for advertising service? If it is more valuable than space, it would seem that it should sell for more money. But that is not essentially true. Service may be used to increase

the volume of space sold, until it has reduced the cost of selling the advertising and more than paid for itself.

By aiding the merchant in the preparation of copy, securing cuts, and making layouts, the newspaper publisher is building an advertising business on a solid foundation. The results of the merchant's advertising will make him a persistent advertiser, and the increase in the volume of advertising carried in the paper will more than repay the publisher for his time if his advertising rate is adequate for the space used.

To establish an advertising service department in the newspaper office, it is necessary to have someone in the office who is capable of writing and laying out advertisements. Have a place for keeping manufacturers' catalogs, booklets and advertising literature for ready reference, and a cut cabinet, or other device, for keeping cuts in order and each merchant's cuts separate.

It is better to work with the advertiser than for him. By going to the store and getting his items and prices and his own descriptions, it will be possible to give him better service than if the advertisement were written entirely from manufacturers' descriptions.

Developing these service accounts is a very important branch of the publishing business, and the country publisher should grasp every opportunity to make steady advertisers by his work in this direction.

Make a blank layout with illustration and a strong, seasonable head line, and take it to the merchant. If it appeals to him he will be glad to fill it in with items and prices, and he will welcome such a suggestion regularly.

Connect your merchants' advertising with the leading topic of the day or some interesting local event. Make it up to the minute in news value. When the armistice was signed thousands of advertisements were written around the idea of peace. Washington's and Lincoln's birthdays, Decoration Day, Easter, Fourth of July and Christmas furnish topics for special advertisements. Make the advertisements timely as well as seasonable in their appeal.

A cut service is one of the most valuable things in developing advertising. There are several concerns that furnish cuts for all lines of business. Some of them furnish a matrix service, and the newspaper that is equipped with some kind of a stereotyping outfit can produce its own cuts for timely and appropriate illustration.

By using seasonable cuts and writing good copy in series, it is often possible to sell an entire campaign to a merchant who would otherwise be an indifferent advertiser. After he has used a regular campaign it is not hard to keep him on the books as a regular advertiser, because results will multiply with persistent advertising. The cumulative effect of advertising is often strongly illustrated. One of our clients had a yearly contract partially used, but was not keen about advertising. However, he decided to finish the contract and left the advertising to our service department. For some weeks very little re-

sult was noticeable, but suddenly the whole campaign took effect, and the goods began to sell so fast that it was hard to supply the demand. Nearly all of the customers mentioned the fact that they had been reading the advertisements, and that store has renewed its contract.

Some merchants purchase their own advertising service and cuts from concerns that make a specialty of stereotyped advertisements for every class of business. These are almost invariably "general" advertisements, and the only good thing about them is the illustration. The paper that can furnish cuts can give its local merchants much better advertising service than an outside concern, because it can use specific appeal.

For Summer Wear
Helpful Suggestions to Assist In Your Preparations to Meet the Approaching Season
As Springtime wanes we are reminded of the approach of another delightful season--glorious Summer. And brought to our minds are the many changes in our apparel the rising temperature will make necessary. Following our time-honored policy of constructive merchandising, this store has searched the marts of Feminine Finery seeking authoritative Styles for your delectation, and here mentions only a few of the many pleasing surprises that await your visit.
Summer Hat Modes
Many charming combinations of the materials Fashion has dictated for Summer wear are to be found in these assortments of new arrivals.
Nightgowns & Chemises
Numerous beautiful concepts in nightgowns and envelope chemises are shown. And the pleasing hand embroidered designs of dots, dasies and forget-me-nots enhance their attractiveness.
Beautiful Summer Blouses
Fine Silk Sweaters
Summer Voiles
In Many Pleasing Patterns
Name and Address Here

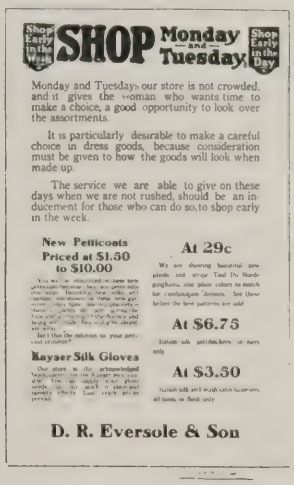
A Good Example of Cut Service

A recent report on advertising rates in general, showed the average rate of small dailies and weeklies to be about four cents per inch per thousand circulation. Under the present operating costs this would seem too low, many publishers claiming that ten cents per inch per thousand is a fair rate. Whether the rates are too low or not, the publisher stands a much better chance of raising them who is giving service with his space.

All special advertising must be developed by service. A paint-up and clean-up campaign, dress-up week, pay-up week, dollar-day, special edition or automobile page, can be worked up very easily by writing and selling the advertisements. The advisability of working up these advertising "stunts" is debatable, but whenever it is attempted it should be handled on the principle of service.

It is hard to sell anything without samples, and so it is hard to solicit advertising successfully by going empty-handed to the merchant to sell him space. Take your samples with you—your cut, your layout, your copy or complete advertisement, and lay it before your dealer. Perhaps it will sell itself, or it may require salesmanship. Always keep in mind that it is the only thing in the world your paper has to sell and that you simply have to sell it.

Have faith in your service and in your paper. Be sure that your advertisements are good advertisements; then approach your prospect just as you would to sell him anything else, except that you


Shop Early in the Week
SHOP Monday and Tuesday
Shop Early in the Day
Monday and Tuesdays our store is not crowded, and it gives the woman who wants time to make a choice, a good opportunity to look over the assortments.
It is particularly desirable to make a careful choice in dress goods, because consideration must be given to how the goods will look when made up.
The service we are able to give on these days when we are not rushed, should be an inducement for those who can do so, to shop early in the week.
New Petticoats Priced at $1.50 to $10.00
At 29c
At $6.75
Kayser Silk Gloves
At $3.50
D. R. Eversole & Son

Cut and Editorial Prepared by the Newspaper and Sold to the Store. Items and Prices Filled in by the Store

should feel that you are selling him something that he will be able to make money out of, and that, in giving him your service, you are doing him a real favor. Don't sell advertising like you would sell gold bricks. Sell it with a feeling of dignity and self-respect, and give an honest dollar's worth for every dollar you receive for it. Don't sell it just to fill up your paper—or to keep the paper from being sold at sheriff's sale. Sell it to benefit your subscribers and your advertisers by bringing them together and consummating a deal satisfactory to both of them. Sell service—real, business-getting advertising service, and it will make you feel much more like taking real money for it than it will just to sell space.

INNOVATION FOR TRADE PAPERS

"The Electrical Review," the oldest electrical weekly in America, appeared May 17 with an offset cover of great artistic merit. This is an innovation in trade paper publishing. So far as known, no other business paper has attempted to use the offset method for cover printing before. Doubtless the publishers will be willing to send a copy of the magazine for review to any reader who applies at the office of publication, Monadnock Block, Chicago.

MR. MITCHELL HANDS IT TO 'EM

Topeka, Kan., July 16, 1919.

The National Printer-Journalist,
4610 Ravenswood Ave., Chicago, Ill.

Gentlemen:

I have been having some fun with our local people here in the different lines named in our letter, giving them a list of different supplies to figure on and, of course, you realize that I have written this letter for the purpose of calling attention to the fact that we are members of the National Typothetae and maintain a cost-finding system, which makes it possible for us to know just exactly what our work is costing us to produce. Also, to call attention to the fact that we walk right into a grocery store, for instance, and buy what we want, and never question the price, but these same storekeepers, when it comes to the proposition of getting a little printing done, they will "horse" it all over town, asking every printer for prices before they will place an order.

I have had some of the most humorous replies to these letters, and one of the most humorous received was from one of our oldest merchants here whom you would not think had a stroke of humor in him—at least he never shows it in his business—which all goes to show that you can't tell what is behind a set of poorly trimmed whiskers.

To my notion, it is about time the printing fraternity commenced to educate the people that we are entitled to some confidence ourselves.

Yours very truly,
CRANE & COMPANY,
C. L. Mitchell, Sec. and Sales Mgr.

The letter referred to in Mr. Mitchell's communication is as follows:

Topeka, Kan., July 12, 1919.

Owing to the fact that the grocers and the butchers and the clothiers and the druggists and the shoers and the furniturers and hardwarers and the drygoodsers keep two men in our plant busy making competitive bids, it has led us to wonder whether we are not on the wrong track in walking right into the different stores and saying "gimme a pound of butter," and handing the clerk a hard-earned silver dollar, and putting the change in our pocket without looking it over to see what we got back.

Being as how we soon expect to be in the market for the following supplies, we would very much appreciate your mailing us your very best quotation on the following list of articles which we are in the market for, and will appreciate your advising whether your prices quoted are f. o. b. counter or f. o. b. house (house being at 1173 Fillmore St., which, as we understand it, is in Zone No. 1).

2 lbs. of cow's butter for cooking, and bread and butter purposes;
1 sack of salt (just an ordinary small sack such as you can carry in one hand);
1 lb. of coffee (name your brand and advise whether ground or in "colonels");
1 doz. eggs (prefer the kind just recently laid);
½ lb. of pepper (black pepper with considerable strength to it);
1 25-lb. sack of flour (without "weasels");
1 lb. box of rolled oats (be sure there are no little red ants in the box);
1 lb. of Domino sugar (without the spots);
1 doz. thin-skinned oranges (full of juice);
1 doz. oblong lemons (the sourest flavored preferred).

We trust you will name us your very best prices, although we want you to make legitimate percentage of profit on this order, which will enable you to come to our factory to buy your printing. You know, in our factory, we keep two people working every day in the year, doing nothing else but figuring our costs of production, and that's why we know that our prices are right. We are protecting you just as much as we intend to protect ourselves.

Did it ever occur to you that your orders going through a factory where about one hundred tax-paying employes are working and know that you were a part of their meal ticket was a real good advertisement?

Did it ever occur to you that you were entitled to have and we were entitled to expect just as much confidence as we have in you?

We intend to make a legitimate percentage of profit on every order we take in. We have no "bargain sales," or "favored list."

We hope sincerely that you land the order.

Kindly let us have your quotation by return mail, as we are running low on some of the articles above mentioned.

Yours truly,
CRANE & COMPANY,
By.....
Sec. and Sales Mgr.

P. S. Are your terms CASH or the same as ours?

"AD" IS INADEQUATE

Abbreviating it to "ad," of course, carries a hail-fellow-well-met atmosphere of intimacy and sophistication. Such as the office boy's blase familiarity, for example.

Some words we abbreviate in disdain some through verbal laziness others through lack of knowledge. But among advertising men, "ad" can be omitted from the fired and last classifications at least. Or, if we abbreviate for efficiency, perhaps we might standardize on speaking of the building plans of the arch, the diagnosis of the doc, the sermon of the min, and the chem's analysis. The trouble seems to be that first syllables are meaningless.

Yet, possibly the advocates of adulterating speech with the adynamic "ad" as adaptable to advertising, adjust themselves verbally to the questionable advantages of simplified spelling admixtures.

These should know that while "ad" is only a passive prefix, advertising is a dynamic prelude.—(Associated Advertising.)

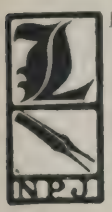
WHAT THE PREACHER SAID

While the editor of a certain newspaper was away from home for awhile, he left the paper in charge of a minister of the gospel. During the minister's stay in the office the following letter came from a subscriber: "I know very well that I paid my subscription to your paper the last time I was in your office. If I get any more letters from you as I received last week I will come in and maul h—l out of you." The minister answered the note like this: "I have been trying to get that out of the editor for ten years, and if you will come down and maul it out of him then, my dear sir, I have twenty members of my church I will let you operate on."—(Exchange.)

PROGRESS OF THE THREE-YEAR PLAN

By Charles L Estey, Director U. T. A. Advertising Bureau

(An address delivered on invitation before the Writing Paper Manufacturers Association, the Cover Paper Manufacturers Association, and National Paper Trades Association of Chicago in May.)



ESS than eight months ago, a definite start was made by the United Typothetae of America in the direction of carrying out the program contemplated by the much discussed Three-Year Plan. Progress has been rapid and we believe along safe and sane lines. Speed is being gained every day and while the story of progress that can be told today cannot fail to excite your favorable comment and interest, the story that can be told in another six months will, it is believed, win hearty applause and the unqualified approval of all concerned in the success of the Three-Year Plan.

Six months ago the U. T. A. field force consisted of two men. Today the force comprises between thirty-five and forty trained missionaries who are devoting their entire time under the direction of the U. T. A. headquarters' officers to the field work of the organization contemplated under the Three-Year Plan.

None of these workers has been permitted to go out into the field until he has been brought to headquarters and put through a course of training, calculated to fit and outfit him for the work entrusted to his care.

Training classes in field work are held at headquarters' offices every few weeks and new men are drilled zealously, every opportunity being given them to become conversant with the purposes which underlie the great work of the U. T. A. Events prove in nearly every case that the field men now engaged in active work in various parts of the country are able and efficient—worthy representatives of the organization and intelligent and faithful in the execution of their duties.

A survey and census of the Printing Industry has been or is being taken by U. T. A. field workers in the following cities:

Albany, Atlanta, Baltimore, Battle Creek, Bloomington, Buffalo, Champaign and Urbana, Ill., Cleveland, Cincinnati, Columbus, Dayton, Detroit, Duluth, Grand Rapids, Jamestown, Lincoln, Nashville, New Haven, Peoria, Philadelphia, Pittsburgh, Richmond, Rochester, St. Louis, Syracuse, Minneapolis, St. Paul, Washington.

The Standard Cost System has been or is being installed in more than one thousand printing plants.

Applications now in hand for installing the Standard Cost System will involve upwards of 113 weeks of solid work by U. T. A. cost experts.

Each of these local typothetae associations must be provided with trained secretaries—men who are acquainted with the necessary knowledge of typothetae procedure and purposes and thus far very nearly enough secretaries have been found and trained to supply the need.

The U. T. A. is constantly on the lookout for good men for field work and to train as secretaries.

Since the last annual convention of the U. T. A. held in Cincinnati in September, 1918, the membership has increased fully forty per cent and it is firmly believed that when the next convention meets in New York in September of this year, there will be a substantial increase in the membership beyond this point.

Under the Three-Year Plan every printer who becomes a member of the U. T. A. must pledge himself:

First—To abide by the Code of Ethics of the U. T. A.—which, by the way, is a most exacting Code of Ethics.

Second—The individual printer member pledges himself to put the cost system into operation in his plant, to maintain it and to supply to the U. T. A. headquarters' offices regular reports of his hour costs from which is evolved each year a composite statement of hour costs for the benefit of the entire membership.

Third—The individual member must agree in writing to have at least one man in his employ studying the Standard Estimating Course.

Fourth—Each member must agree to have at least one man in his establishment studying the educational courses including the following:

Standard Advertising Course. (Post Graduate.)
Standard Cost Finding Course.
Standard Accounting Course. (Uniform method of bookkeeping throughout the printing industry.)
Standard Business Administration Course.
Standard Advertising Course. (Post Graduate.)

It is thus evident that the U. T. A., under this progressive plan, is bound to gain steadily in strength, importance and influence as these thousands of young men students become proficient in the various studies and fit themselves for larger business duties.

And because the members are pledged to a study of the educational courses (particularly in estimating and salesmanship) it is apparent that before long we shall have a higher type of business men in our printing establishments; men who work on the basis of known facts and who will be qualified to represent the printing industry as it should be represented to buyers of printing.

Through the introduction of this cost system education the typothetae, prior to the introduction of the Three-Year Plan, had helped materially to raise the industry in the matter of credit rating from eightieth to thirty-fourth place. The cost system members had reached a point where their commercial financial standing was A No. 1 as reported by mercantile agencies. The cost system printer was the eagerly besieged and still continues to be the much-sought-for patron of the paper and supply man.

These facts must be of real pocket-interest to men in the allied industries throughout the country, whether or not their vision has thus far energized them to become subscribers to the Three-Year Plan.

The volume of business represented by the present membership of the U. T. A. is easily 65 to 70 per cent of the total book and job printing business of the country (even though the membership of the U. T. A. represents less than 20 per cent of the total number of master printers in the country).

Typothetae members in the various local associations (some old and some newly established locals) have already pledged themselves for more than one-half million dollars a year to support this great industrial movement comprehended by the Three-Year Plan and have bound themselves in legal and irrevocable contracts for the Three-Year Period for the payment of over $1,500,000 and for carrying out every prescribed feature of the educational program.

In the pamphlet originally issued outlining the Three-Year Program, the statement was made that the

U. T. A. and its local associations had been for several years spending a sum approximating $225,000 per year and could be depended upon to do at least as much in the future in the effort to make printing a more successful and prosperous business.

During the week of May 4th, there came into existence in Atlanta, Ga., the Southeastern Typothetae Federation, embracing U. T. A. members in seven states of the South, to carry forward the Three-Year Plan program.

It should be clearly understood by every subscriber to the Three-Year Plan that the printers are themselves financing the educational and organization work of the U. T. A.

Not a dollar subscribed by any of the interrelated industries has found, nor will it find, its way into this educational work.

In addition to supporting with their own money exclusively the educational and organization work of the U. T. A., printer members are contributing no inconsiderable sum for advertising, without which contributions the present comprehensive advertising campaign of the U. T. A. would not be possible.

Every dollar of the $75,000 fund subscribed by the interrelated industries is being invested in wise advertising, designed and intended to influence the sale of more printing, meaning, of course, the sale of more paper, ink, engravings, electrotypes and other materials and equipment.

And to the $75,000 subscribed by allied industries, the U. T. A. has added more than $25,000.

It has seemed best to make the foregoing plain statement because of a misconception in some quarters.

In laying out the advertising campaign now in operation, the advertising director of the U. T. A., sensing the vital importance of putting "first things first," made it his study to become acquainted as far as possible with existing conditions in the printing and allied industries, that he might discover the actual need which must be served by U. T. A. advertising.

It quickly became apparent that the first step to take was to exploit the importance of the U. T. A. emblem or trade mark and to familiarize buyers of printing north, south, east and west with this trade mark, the only identifying mark of a U. T. A. master printer.

The first step taken was, therefore, in the direction of getting members of the U. T. A. to use this emblem or trade mark in their own advertising—on their stationery, letter-heads, bill-heads, statements, salesmen's calling cards, etc., to the end that buyers of printing, wherever located, might easily identify and recognize the U. T. A. printer.

As a result of this promotional activity, more than 2,500 electros of the trade mark have been supplied to members for their use and window and permanent outdoor signs in various forms, each playing up the trade mark, are now being supplied to the membership.

Some criticism of the first advertisement which appeared in the Saturday Evening Post on March 22nd was made by some of the subscribing interests, the basis of the criticism being that the typothetae was paying more attention to playing up its organization than to the increase of the sale of paper and supplies.

But the advertising director was prepared to meet this criticism and almost without exception the critics have been won over to agreement with what has been done.

A word in explanation of the "why" of this advertisement.

The United Typothetae of America aims to make of printers, better business men. To make printers know how to figure their costs, to make proper estimates, to sell according to well defined practical, logical business reasons. Through the educational system of the U. T. A., printers who have in other times been careless or lax in business methods are being taught how to transform their business and to make of the printing profession in each individual case a worthy profession—a business in reality.

It is evident that, inasmuch as the credit standing of the printers is greatly improved by this process of the U. T. A. education, the members of the U. T. A. become more desirable customers for the paper and allied interests.

Bills are paid promptly. Supplies are bought intelligently. Sales of the printed product are made on a known basis instead of a "guessed at" basis.

The U. T. A. trade mark then, being the only identifying mark of a U. T. A. master printer, becomes of great importance because it stands for integrity, intelligence, industry and information. Because this trade mark is of such primary and vital importance, the trade mark was exploited and will hereafter be exploited in all advertising done by the United Typothetae of America; and in doing this, the U. T. A. believes it is serving the best interests of its friends who are subscribers to the Three-Year Plan.

The printer (and we are now referring to the U. T. A. printer) is no mean paper salesman when it is considered, as has been stated before, that from 65 to 70 per cent of the total volume of job and book printing is produced by typothetae members.

Have you ever considered this? From 35 to 40 cents of every dollar's worth of sales the printer makes goes for paper.

And this? To secure 35 to 50 cents worth of press work, composition, etc., the printer must sell nearly 50 cents worth of paper. On long runs (which the U. T. A. aims to increase through the increase of direct advertising and the use of larger mailing lists) the consumption of paper will be steadily increased.

If statistics are correct, in normal times the average increase in the consumption of paper has been about 10 per cent a year.

Under the intensive advertising and educational program now in operation, as contemplated by the Three-Year Plan, we believe it is reasonable to expect that sales of paper will be largely increased; in fact, within the next few years from twenty to forty per cent per annum.

Other statistics indicate that the majority of flatbed cylinders run (on an average) less than sixty per cent productive. These machines cannot run without consuming paper. Every extra hour of press work the printer gets, means to him from three to five dollars, while to the paper industry it means about two reams of paper of a value ranging from eight to fifteen or twenty (or more) dollars.

The inkman, the pressmaker, the engraver, get no more than ten—possibly fifteen—cents on a dollar of printing. The printer gets not much more than 35 cents for his composition and presswork, the rest representing paper.

The U. T. A. printer is therefore an important factor in making sales of paper, ink, engravings and other items which enter into the production of printing.

It is an accepted belief that business today is more of a selling than a manufacturing game. Under the program of the U. T. A., printers are being taught to understand and appreciate direct advertising. They are being taught how to sell direct advertising. Through the advertising bureau of the U. T. A. every member of the typothetae has at his disposal an expert direct advertising service in behalf of his customers.

This advertising service (known as the advertising bureau) is operated on a common sense, up-to-date, legitimate basis. As an indication of how greatly successful the advertising bureau is destined to become and how much need there is for its advisory service, may be cited the fact that in four months more than 140 requests for direct advertising service have come from printer members. These requests represent upwards of fifty different lines of business.

The new local secretaries, when undertaking the duties of their respective offices, proceed to form classes in their cities for the consistent study of the U. T. A. educational courses. The salesmanship course for example (which includes a comprehensive study of direct advertising) is now being taken by more than 2,500 printers in the United States and the value of this work to the paper and allied interests should be apparent.

Surely this phase of U. T. A. activities is of equal importance (to say the least) with any advertising that could be done to increase the use of direct advertising.

Isn't it of more than passing interest to paper men and supply men that the typothetae is thus doing its utmost to increase the use of direct advertising?

Isn't it of more than passing interest to every subscriber to the Three-Year Plan to know that capable U. T. A. printing salesmen (capable business men) are out representing them in contact with buyers of printing?

With all these important factors working together, there is every reason to believe that sales of paper, ink, engravings, electrotypes and all other materials intimately associated with the printing industry are sure to be steadily increased because the U. T. A. is getting new business men to see the value of and to use direct advertising. Eventually the U. T. A. advertising bureau will be able to assist materially in increasing the size of mailing lists used by older established business houses so that editions of twenty and thirty thousand will be ordered instead of editions of only two or three thousand.

To sell printing and paper in these days takes real brains and skill—a knowledge of advertising and particularly of direct advertising as a factor in business building.

Paper is a commodity that must be converted. The U. T. A. Printer is being taught as never before the reasons for using better quality stocks.

The typothetae is out in a tremendous campaign of advertising in one form and another to increase the use of direct advertising not only by large prosperous business establishments but by the community butcher, the baker, the candlestick maker—by every merchant large and small in every city, town and hamlet.

The rising cost of paper has undoubtedly killed many printing jobs during the past two years.

The advertising agencies and magazines have been snowed under with increased business at increased cost for space. Some of the big periodicals are turning down orders.

This condition is in part due to the increased cost of paper. Under these and, in fact, under any conditions, it is apparent that to sell printing in these days, requires real brains and skill and the U. T. A. printer is important as a salesman not only for printing but for all the commodities that enter into the production of printing.

It should be borne in mind that about 2,500 business concerns support the present advertising industry. The large buyers of printing are comparatively few, but the opportunity is tremendously great and the ambition of the U. T. A. advertising bureau is particularly to get 100,000 business concerns to use direct advertising in its most result-getting form, with the help of U. T. A. printers.

Every new business concern that learns how to use direct advertising and reaps a large success through the use of direct advertising becomes a prospect for further development by advertising agencies.

Thus the U. T. A. advertising bureau assists advertising agencies in the furtherance of their interests without taking from the printer what belongs within his province—the creation and production of direct advertising.

Here are two suggestions:

When your advertising and sales departments compile your sample books, why not introduce reasons why direct advertising should be used? This is one way by which you can link up these important silent-salesmen with the great educational and advertising work of the U. T. A.

Why not arrange an early meeting, at some convenient point, of all the advertising and sales managers who represent the subscribing interests, to work out a co-ordinated advertising program increasing the use of direct advertising? Such a conference would quickly prove its practical value if a concerted program were formulated and put to work.

Gentlemen, the United Typothetae of America represents the greatest forward movement of any industry in the history of this or any other country. Its far reaching influence on American business cannot be measured or visualized. Opportunity, as never before, stands with outstretched hands to lead the printers and other business men to greater accomplishments through the use of direct advertising intelligently applied.

Our new book, "Two Blades of Grass," for which we have received requests for more than 30,000 copies since it was printed less than two months ago, is being brought to the attention of buyers of printing everywhere as a link between the business man and the U. T. A. printer.

A careful perusal of this booklet will do much to show you how the U. T. A. is co-operating with allied interests in increasing the use and sale of their commodities.

At the U. T. A. thirty-third annual convention in New York at Hotel Commodore, September 15th, 16th and 17th, the advertising bureau will have ready for display a most remarkable aggregation of printed samples of direct advertising, together with recommendations to printers for the use of standard booklet and catalog sizes as comprehended by the pamphlet "Standard Size," published by the Cover Paper Manufacturers Association.

The results of the surveys of the printing industry made in many cities have not been touched upon.

We have not shown you the charts indicating the

very deplorable conditions which existed in the printing industry prior to the introduction of the U. T. A. program to the printers of these localities.

These facts and figures will be on display in comprehensive form at the next annual convention of the U. T. A. These charts, facts and figures will open your eyes wide to the importance of the work being so zealously and intelligently performed by the United Typothetae of America with the assistance and co-operation of the subscribing interests.

It is highly gratifying and very encouraging to the U. T. A. that the subscribing interests are yoked up and pulling together in their own organizations as well as co-operating so cordially in the Three-Year Program for the uplift and advancement of the printing industry. The results of this unity of purpose and effort give every reason to believe that the benefits to all concerned will be great and permanent.

A CONVENTION OF FAR-REACHING SIGNIFICANCE

1919 United Typothetae Gathering in New York Promises Much in Information and Inspiration

Evidence continues to accumulate rapidly pointing to the 1919 U. T. A. convention, September 15th, 16th and 17th, at the Hotel Commodore, New York City, as a meeting of unprecedented importance. Judging from inquiries reaching the headquarters' offices there will be an attendance considerably in excess of any convention of the past. And the character of the program indicates a breadth and a helpfulness to typothetae members which literally demands their presence at the three-day sessions.

Every energy has been directed to complete the program in advance, and those in charge of its completion have been deeply gratified over the cordial way men of affairs have suggested their willingness to cooperate in making the convention a success.

A "Close-up" of the Activities

One element of broad interest to typothetae members will be the comprehensive review of organization activities to be given the first day.

During the morning of the first day President Southworth, Vice-president Green and Secretary Borden will present reports showing in an intimate way the far-reaching, almost revolutionary, developments of the year. Such progress has been made under the Three-Year Plan in membership, in organization financing, in closer cooperation among printers and between the printers and allied industries, these reports will strike a note of intense interest among U. T. A. members.

Vast strides have been made, further, in the practical working out of the Three-Year Plan, through the headquarters' offices activities. These will also be clearly outlined by the men close to the work. W. R. Colton will divulge facts about the research and statistical bureau which, as the program says, "will make you sit up and take notice." F. A. Silcox will discuss the new industrial relations bureau and its vital importance to the industry and to the individual printer. E. J. Roesch, the new assistant secretary, will present a review of the field work which has grown to proportions regarded as practically impossible but a few short years ago. Noble T. Praigg will point out some activities of the advertising bureau which will come as an illuminating surprise to those members who have not yet taken advantage of the facilities of this new branch of association work.

Two Significant Addresses

The opening day of the convention is to be one of unusual significance. Besides the organization developments to be discussed, addresses will be made by E. H. Naylor, secretary of the Writing Paper and Cover Paper Manufacturers Associations, and by Magnus W. Alexander, executive secretary of the National Industrial Conference.

Great interest attends Mr. Naylor's talk because of the importance of his subject to printers generally, and to typothetae members who have embraced the Three-Year Plan. His address will cover, "The Paper Market —A Message from the Interests Subscribing to the Three-Year Plan." Mr. Alexander will deal with a topic of supreme concern to all employers, in discussing "Important Aspects of the Industrial Situation." Holding the place he does, he is in an exceptionally strong position to present his subject with skill and unusual insight into possibilities of the future.

Hold Conferences Each Afternoon

Each afternoon during the three days of the convention, special sessions will be held for field workers and local secretaries. It will, in effect, be a three-day special course of study and interchange of ideas from which every participant can obtain practical solutions to his personal problems and to which he can contribute suggestions from his personal experiences and observation.

An event of more than common interest will be the staging of "The Sick Print Shop," a serio-comedy originally presented by the Franklin Typothetae of Chicago, and to be produced by the original cast, on request, during the evening of the second day of the convention. The printer who sits through the trials and troubles of "The Sick Print Shop," and later witnesses its convalescence and complete recovery—under modern business wisdom—will be a thorough-going convert to the same constructive methods in his own organization.

In connection with the sessions of the convention the Closed Shop Branch and the Open Shop Branch of the U. T. A. will each hold one meeting.—(Typothetae Bulletin.)

YOU CAN'T AFFORD TO SAG!

Every day, nowadays, you will hear people draw long breaths and say: "Well, the war is over, now we can let up and take it easy." It all depends, of course, upon what you consider easy. Some people take the easiest kind of life in the hardest kind of way, but if you consider life will be easy merely by attempting to shake off responsibility, you have lost your gas-mask, and the poisonous fumes of cowardice will soon render you a despised no-account, a regular by-gum down-and-outer. The principal reason why many people are old in body at sixty or seventy is because they have lost interest in the vital things of life, because they sigh and say: "I have done my part, I have lived my life, and now I am going to quit and just sit around and wait for the last long roll." All right, if you just want to be a sitter and a sigher, go to it; but not for us. Up to our last conscious moment on this earth we want to be in the thick of the fight, doing our share to help solve the world's big problems and little problems, and our constant prayer is:

"Oh, Lord, don't let us sag!"—W. L. Brownell.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

FOR years through these columns of the National Printer-Journalist I have been drumming upon the importance of care in the little things connected with the making of of a newspaper, and yet I have not said all that may be said, nor enough quite to stamp the truth home to every member of the calling.

Just as in financial economy we are taught that if we "take care of the pennies, the dollars will take care of themselves," so also in making a newspaper, if proper attention is given to the too often considered trivial details, the big things and the newspaper itself will come out all right.

Heretofore my admonitions relative to the necessity for pains in small matters have been confined principally to the mechanical end of the calling—to the work of those who set the type, build the advertisements, and assemble the various parts together in the page—where no one will deny the caution is very essential—but here I intend to speak directly to the reportorial and editorial fellows, who are quite as prone as the mechanical men, in their straining for big results in the concrete, to slight many of the little things—the things of seeming insignificance, but which nevertheless are vitally significant inasmuch as that they are a part of the big whole.

I know many an editor who will put in his very best licks on his editorial paragraphs, and likewise devote his most skillful efforts to the writing of his headed stories, in either of which he would be chagrinned beyond description to discover a grammatical error, and then finish his week's work with a whole lot of carelessly worded "short locals" and minor "No. 1" headed stories. The result is a newspaper of a lower standard than would have been the case had every item been kept up to grade.

I have before me an actual sample of what I am trying to get at: It is admittedly one of the very best all-home-printed home weeklies in the state of Wisconsin, all things considered, typography, press work, mechanical makeup, and, in the main, the editorial work, being all of high standard. But it has this one deplorable defect, namely, carelessness in the wording of the smaller items.

Permit me to quote one of these lesser items, a wedding notice, by the way, in which that offensiveness may be mitigated. I have altered only the names of persons and places:

> "John Doe, manager of the Jones-Smith music store of this city, and Mrs. Richard Roe, of ———, were married at ———, last Wednesday, May 28. They returned to ——— last evening and will make their home there. Mr. Doe is well known here and has lived here for the past four years. Mrs. Doe is well known in ———, where she is highly thought of and has a great many friends, who wish the happy couple a long and happy wedded life."

Now, I am not saying that the foregoing item is not about as well worded as the average wedding notice in the average weekly newspaper, but I do contend, however, that it shows the earmarks of editorial carelessness. Of course, I am aware that news writing must of necessity be done hurriedly, and often when the editor or reporter is weary from the day's grind, hence it would be absurd to look for the perfection in it that one reasonably anticipates in the paragraphs of the novelist or magazine writer; nevertheless I hold that rough spots such as are conspicuously in evidence in the item quoted are wholly inexcusable, inasmuch as they are easily smoothed off by proper correction of the original draft.

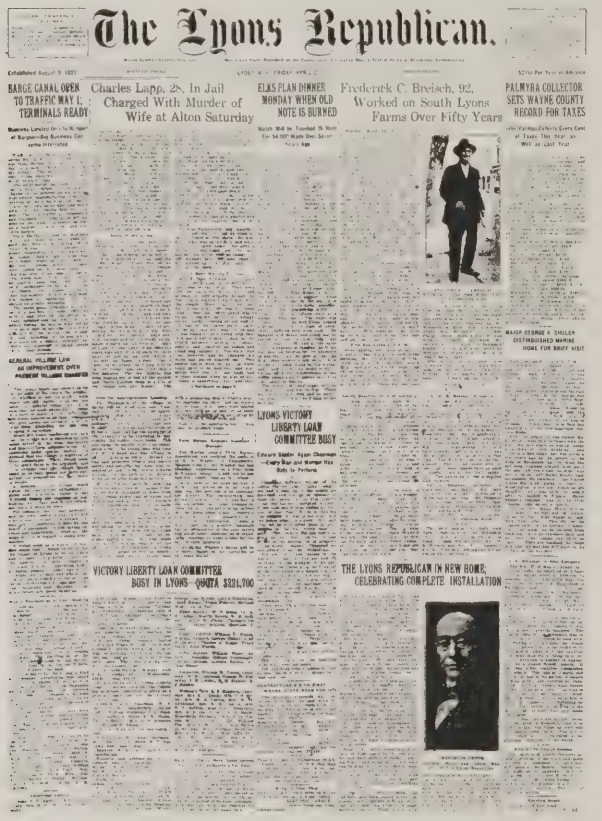
It is only in the latter half of this paragraph that the editor grows careless. The first two sentences will pass. But, "Mr. Doe is well known here and has lived here for the past four years," is palpably bad. Any eighth grade graduate ought to be able to improve upon this sentence.

Again in the next sentence the same monotonous error of repetition appears. It starts out exactly like the one before it, as if to be "well known" in a place is the last word in human respectability, whereas many a scoundrel is better known (particularly at police headquarters) than honest folks. Or, it might suggest more logically that it is the one thought in the editor's head. The item winds up, too, very unhappily, because "happy" seems to be this unhappy writer's sole stock and store of wedding notice adjectives.

Now, if this entire paper were as badly edited as this one little paragraph, I'd at once feel inclined

to pardon all these errors in English on the ground of editorial illiteracy; but please bear in mind that it is on the whole a very high grade all-home-print quarto, with a delightful array of matter, and an editorial department almost perfect in point of diction. Hence these errors are due only to carelessness and they are therefore quite unpardonable.

To be sure, most of us are disposed to look upon the bright side of such things, passing them off with a shrug and a wink, with the thought that the reading public does not notice or care; but it should be recalled that those who *know* do notice, and it is the opinion of those who know that counts.



The Lyons Republican.

BARGE CANAL OPEN TO TRAFFIC MAY 1; TERMINALS READY

Charles Lapp, 28, In Jail Charged With Murder of Wife at Alton Saturday

ELKS PLAN DINNER MONDAY WHEN OLD NOTE IS BURNED

Frederick C. Breisch, 92, Worked on South Lyons Farms Over Fifty Years

PALMYRA COLLECTOR SETS WAYNE COUNTY RECORD FOR TAXES

LYONS VICTORY LIBERTY LOAN COMMITTEE BUSY

VICTORY LIBERTY LOAN COMMITTEE BUSY IN LYONS QUOTA $231,700

THE LYONS REPUBLICAN IN NEW HOME; CELEBRATING COMPLETE INSTALLATION

Exhibit No. 1

In short, no newspaper maker, from the office boy to the editor-in-chief, should be content with anything short of perfection; and, while none of us may ever attain such a high goal, we can at least approach it by giving our best attention to everything that we do, even though that may be only the writing of a simple three-line "local."

* * *

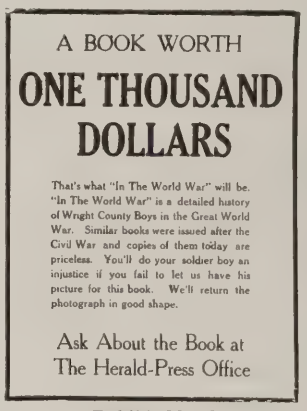
Now that the war is over and some of the restrictions against publishers have been raised in consequence, I am favored again with regular receipt of that delightful home weekly, The Eaton (Colo.) Herald, by H. E. Hogue, than which there is not a better one in all newspaperdom. Brother Hogue's editorial page, as I have remarked on many previous occasions of this kind, is a veritable jewel of strength and wit, and the Herald's every other feature is equally as pleasing. I have never yet seen a copy of this remarkable publication which had fallen below standard, which causes me to wonder how this extraordinary editor does it.

* * *

The Minden (Neb.) Courier is another one of the old-time friends that continue to come regularly to my desk, and, lest I may be suspected of unappreciativeness, allow me to say here that the Courier strikes me as just about as good as it is possible to make a home weekly. It is a large paper, six columns, and varying in number of pages according to demands, and every page is home printed. News service is wonderfully far-reaching and editorial work, as well as all mechanical features, exceptionally well done.

* * *

It seems to me that a marked improvement has begun to take form within the pages of the Hot Springs (Ark.) Star, since I first began to be a regular weekly recipient of this excellent sheet. The first page is better, the advertisements are neater and everything has the appearance that clings to a newspaper whose makers are endeavoring to progress and improve. I am surely gratified with that which I note.



A BOOK WORTH

ONE THOUSAND DOLLARS

That's what "In The World War" will be. "In The World War" is a detailed history of Wright County Boys in the Great World War. Similar books were issued after the Civil War and copies of them today are priceless. You'll do your soldier boy an injustice if you fail to let us have his picture for this book. We'll return the photograph in good shape.

Ask About the Book at The Herald-Press Office

Exhibit No. 2

* * *

I have here, as I have had for several months past, a copy of the Lyons (N. Y.) Republican, being of an edition issued last April 25th in celebration of the installation of a new equipment in brand new quarters. The Republican for this particular week was larger than usual and contained much special matter. The first page is so exceptionally well made up that I feel justified in reproducing it herewith as Exhibit 1. The reader will at once observe the perfection of balance achieved and the artistic effect generally. This sheet shows able editing and first rate business management. Mechanical features, too, are all right, advertisements being properly whited out and presswork creditably done. I would like very much to see the ideal triangular form of makeup adopted. Then it wou'd be hard to beat this paper for general excellence.

A remarkably fine, big home weekly, well printed on good, heavy, clean, white stock, is this Hartford (Wis.) Times, of which Clarence R. Hathaway is managing editor. Foremost among the Times' excellent features are its contents, that of this issue being supplemented with a remarkable photograph of members of Co. B, 107th Ammunition Train of the 32nd Division and a glowing account of the 32nd's battlefield exploits. Lack of care in a few "little things" prevents the Times from measuring up to the highest canons of beauty, as for instance the variance in length of the various head-lines. The ideal in this respect is to make each of the two stair-step lines of equal length, and similar lines of all other heads of like style of the same length. Nothing looks more slovenly than a head of the stair-step style of which one line almost fills the col-

SOCIETY

Schumachers'

Our Fifth Great
Anniversary Sale

Haines

May White Sale
Closes Saturday Night

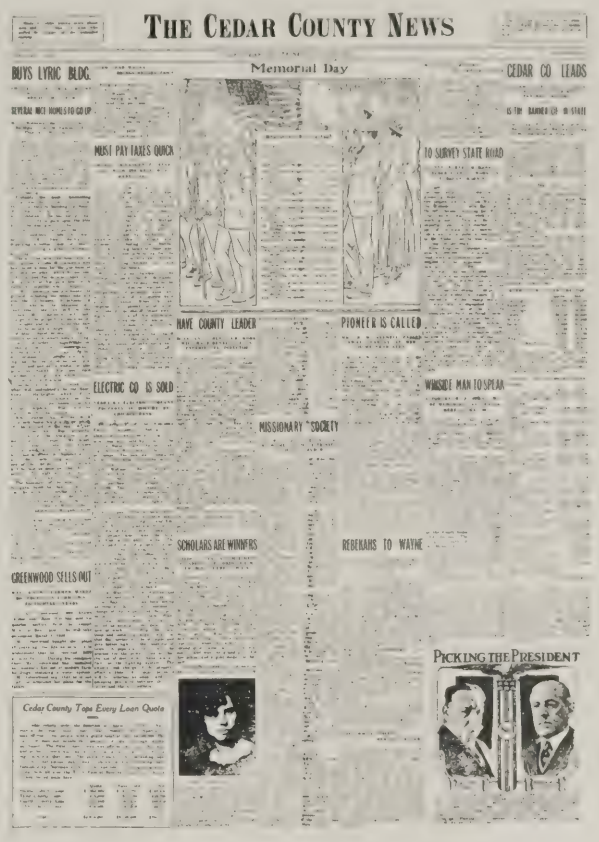
Exhibit No. 3

umn width and the other only about half so long. And equally displeasing is the effect of several heads of supposedly the same style in which the length of lines greatly vary. The Minden (Neb.) Courier, a publication mentioned in another paragraph, is a sheet in which this matter of heads is almost perfect. It would be well if the Hartford Times editor give this point a little more care and attention, and likewise there is an oportunity for great improvement in the adoption of the triangular method of makeup, which I have so frequently outlined in this department of the National Printer-Journalist.

* * *

I am forced to admit that despite the two displayed advertisements permitted upon its first page, the Yellville (Ark.) News and Mining Reporter presents a very neat and attractive face and gives be-

side, within its four home-printed pages, a creditable array of reading matter, the other four pages being ready-printed. One feature which rather mars the otherwise pleasing aspect about the neat first page is the reducing to solid of the lower portion of various columns, in order to get the stories all in, the balance of the page being leaded. The relegation of the two aforementioned displayed advertisements


THE CEDAR COUNTY NEWS

Memorial Day

BUYS LYRIC BLDG.

CEDAR CO LEADS

MUST PAY TAXES QUICK

TO SURVEY STATE ROAD

HAVE COUNTY LEADER

PIONEER IS CALLED

ELECTRIC CO IS SOLD

MISSIONARY SOCIETY

SCHOLARS ARE WINNERS

REHEARS TO WAYNE

GREENWOOD SELLS OUT

PICKING THE PRESIDENT

Cedar County Tops Every Loan Quota

Exhibit No. 4

to less conspicuous positions on other pages would obviate this defect. And I would further suggest that the triangular method of makeup be adopted, which is simple, merely utilizing the right-hand side of the page for advertising matter, which is made up with the larger space at the bottom, graduating toward the top. When completed, the effect is a triangular right-hand half of the page occupied with displayed advertisements and the triangular left-hand half occupied by reading matter. The part occupied

Deere Farm Implements Are BEST

GIVE GREATEST SATISFACTION BUY THEM NOW

Deere-Dain Hay Tools

ASSOCIATED ENGINES

Sorensen & Son

Deere Cultivators

Exhibit No. 5

by the "straight matter" is the upper half, of course, hence the reader, to whom first consideration is rightly due, is given the greatest possible number of column tops.

* * *

As a smaller-town daily, the Clarion (Iowa) Clipper has many of such beaten both in point of

contents, editorial labors and mechanical makeup. The displayed headings are not always symmetrical or pleasing, but this is more the fault of the compositor, I would say, than of the writer, the former having failed, or possibly he lacked the talent, to mould the lines as the latter had intended. This is particularly true of the triple-line stair-steps. An excellent local news service is offered through this sheet and I congratulate the management upon the fact of the adoption of the trianguiar plan of mechanical makeup. Advertisement composition is at least up to average and presswork above adverse comment.

* * *

Brilliant editorial work and excellent advertisement composition are the shining virtues of the Belmont (Iowa) Herald-Press, a six-column, all-home-print weekly. Makeup of the front page is quite neat, too, but the badly worn title and the rather

Remember To Set Your Clock Ahead One Hour, First Thing Sunday Morning

THE BROOKINGS REGISTER

VOLUME XXXVII — BROOKINGS, SOUTH DAKOTA, MARCH 27, 1919 — NUMBER 46

SOLDIER BOYS IN FRANCE ARE BUSY

REPORT OF FINE ANNUAL MEETING

FINE ADDRESSES TO AGGIE CLASS

ELKTON RETURNS STATE CHAMPIONS

Exhibit No. 6

elaborate arrangement of lines following the title detract perceptibly from that which would otherwise be a pleasing job. I would earnestly suggest and urge that the two slogan lines immediately succeeding the title be reset in the regular ten-point Cheltenham Bold headletter, centered, with no letter-spacing and no division rule. And then, if the slogan-like headline immediately below the date-line is a regular weekly feature, at least a pica's space should be removed from both above and below it. An excellent advertisement from this paper is shown herewith as Exhibit 2. Note the utter simplicity of this specimen, to which is due all of its striking elegance.

* * *

Exhibit No. 3 will serve a double purpose, inasmuch as that it will disclose a suggestion as to the perfection whereby the makers of the Maryville (Mo.) Tribune put into practice the ideal system of makeup and likewise exemplify the strength and beauty attained by the Tribune's advertisement compositor through adherence to the principle of simplicity in design and setting. By no other means is it possible to achieve such admirable ends in adsetting, although I do not mean to insinuate that an occasional embellishment, even in the composition of an advertisement, is always wrong. By the hand of a real artist this is often an inestimable benefit. A plain panel now and then, too, is a great relief in advertisement composition. Take, for instance, the largest of the three ads in the page here illustrated: Would not the name-plate at the extreme top have looked well enclosed within a box of plain rule? I should have been happier in mentioning the fine makeup of this page of the Tribune, if other pages

Special Silver Anniversary and Golden Jubilee Number,—Celebrating 25 Years With Post and 50 Years of Life

The Middleburgh Post

VOLUME 50 — MIDDLEBURGH, SNYDER COUNTY, PA. THURSDAY MORNING, MAR 11 — NUMBER 11

NEWS OF THE COUNTY SEAT

SILVER AND GOLDEN ANNIVERSARY OF EDITOR OF POST

HEISER EXPLAINS TWP. SHORTAGE

Red Cross Drive For Clothing

A "Killed" War Hero Was Here

Another Local Boy Succeeds

P. E. Hackenburg Buys Homestead

Exhibit No. 7

had been of similar design, but unfortunately they were not. Better have them so in future.

* * *

Somebody, I know not whom, has favored me with a copy of the University of Missouri Bulletin No. 9, being No. 18 of the Journalism Series, containing a "brief history of the first American newspaper west of St. Louis," namely, "The Missouri Intelligencer and Boon's Lick Advertiser," by E. W. Stephens, LL.D. It is a very interesting story, is this history of Missouri's first newspaper, founded April 23, 1819, and I shall prize it indefinitely.

* * *

An extraordinary home weekly is the Cedar County News, published at Hartington, Neb., by J. P. O'Furey, who is also the editor. The news consists of twelve seven-columned pages, and all are printed in the home office. The issue before me contains aproximately 1,067 inches of displayed adver-

Hash

Iowa Falls Sentinel

COUNCIL WANTS MUNICIPAL PLANT

"GOVERNMENT MAY TAKE ALL GOOD TRAILS"

CELEBRATED GOLDEN WEDDING ANNIVERSARY HERE SUNDAY

DOOM OF IOWA COMPANY SEEN IN NEW ACTION

MANY LARGE STORES ADD MORE SPACE

DEATH CALLS A PIONEER CITIZEN

WANT CLOTHING FOR BELGIANS

MEMORIAL SERVICES FOR BOY SCOUTS

E. S. BARNES COMES TO SENN. IOWA FALLS

LIEUT. M. REDMOND LEAVES ELLSWORTH

This Gink don't Dare go Home to Friend Wife

RED CROSS TO SELL MATERIALS FEB. 8

B'Gosh! We're Going to Have Some Winter

Exhibit No. 8

tising matter, and the major part of this is treated in a highly up-to-date and pleasing fashion. In Exhibit 4 one of these handsome specimens is to be seen, while the symmetrical and artistic first page appears herewith as Exhibit 5. Note the uniformity of head-lines and the perfection of balance. A most thorough news-service is given in the many big pages in this sheet, the local happenings being featured as hinted in the accompanying photograph of the News' first page (Exhibit 5) and an elaborate and strong editorial page is maintained. In this editorial page, as well as in his news features, Editor O'Furey proves himself a very able and astute newspaper writer and I heartily congratulate him upon the evident success of his efforts. As a closing word, allow me to praise the pressman for the excellent print he secures on this paper, which is the finishing touch to any good newspaper.

* * *

By far the best printed newspaper which I have come across thus far this month is this Brookings (S. D.) Register, and, I am pleased to add, press-work is not the only feature in which the Register excels. It is also very ably edited and very nicely made up and the advertisement composition shows the touch of a finished artist. A part of the chaste first page of the Register is reproduced here as Exhibit 6, showing as chief virtues uniform heads and tasteful makeup. I mentioned the able editorial work above, but I wish to speak more explicitly: The news-stories are written correctly and intelligently, and the editorial columns proper are good in thought and excellent in language. No one could complain against the contents of this paper. Be-

Install a Delco Plant--It Pays for Itself Experts Say--New Simple System

"W cannot get help. Our boy has gone going to move to town. Your son has gone to war and you are very proud of it. Perhaps there has been an accident in the shop that cannot now be forgotten—but cannot some improvement in facilities—or labor-saving—and if done, would be more than offset by the accomplishment that threatens greater efficiency and economy—or cannot be done—or duty and not one of a hundred men.

However, where I know Delco-Light can help you, in some way, I am always willing to help you in the line of a practical way. Not in the sense of selling you Delco-Light, because you may not be in position to use it, or you may not have the money to pay for it, but in the sense that I can help you get the most out of the money you have invested in the business you are in.

In addition to that, if it is not a very busy time, I usually will be glad to spend a little time with you, discussing your business, and if you have any ideas that you would like to try out, I will be glad to help you work them out, and if they are practical, I will be glad to help you put them over.

These facts should show you that, outside of any duty you owe to your wife or boy, you have for her it is good business to save her all the hard work you can or she will be worn out and not be a help any longer.

Like the plant and may have one sometime, but I won't buy now," some say. Why do you like my plan? Because of what it will do for you. Isn't that the reason? Obviously you need install one in order to get it the opportunity of doing the things that you would like to have it do.

Your judgment tells you it saves time and labor, that it is safe and economical and that it is unchallenged service. You admit that you believe that don't you? Well then, isn't it true that in getting all the advantages you are receiving every 24 hours? Would save you. How much can you afford to consider investment?

Your experience and tact appreciated it and I extend a cordial invitation that you visit it, and may call it any convenient time. Then you may consider in buying one now and every day you are open on making this installation means hard and a very serious.

Keep farmers are not getting their light yet away from Dixie and the time is coming and sometime of 1870.

I am going to spend good part time this coming summer through and others. I believe, that is, especially now and dependable on that subject. That you could not consider this purchase at a favorable. I would not want to use and you to buy a Delco-Light plant unless you are sure that you can afford it, and that you are going to get the most out of it. I am not trying to sell you a Delco-Light plant, but I am trying to help you get the most out of the money you have invested in your business, and if you are in a position to purchase Delco-Light, which I believe you are, and should like to have me call on you, I will be glad to do so.

How many years when you can't save Tuesday from every other day? Is it not a fact that you can't save Tuesday from every other day? Is it not a fact that you can't save Tuesday from every other day? Is it not a fact that you can't save Tuesday from every other day?

Nothing else possible to be gained by a delay so see how you can save time through use of the need for the Delco-Light will not be of importance to you than it is now and by putting on the power before harvest. It will be a great help when you need it most, when you have a big crop. Sincerely and successfully yours,

Delco Delco

Delco-Light Will Solve the Electrical Question!

OVER 60,000 *satisfied* Delco-Light users throughout the world have proven that the Delco system *pays for itself*. That is a big statement--but a fact never-the-less. It has been *proven*.

Economy in operation has been a big sales factor. Every farmer would be *justified* in installing Delco-Light *purely* from the standpoint of *added* comfort which electricity makes *possible*.

BUT leaving these *features* out entirely --and looking at it from the time-labor *saving* standpoint, you *cannot* afford to go longer without the *benefits* of Delco-Light. *Keen* farmers know this.

Put in Delco-Light *before your loses* amply *justify* the purchasing of this system. It takes no large sum of money to *buy* Delco *service*. Make farm chores *light* and farm light *bright!*

HUNDREDS OF *Satisfied* USERS NEAR IOWA FALLS

ACROSS the fields ... Delco--

DELCO-LIGHT the Complete Electric Light and power plant

EQUIPPED FOR *Business* WITH DELCO INSTALLED

WHY are you not enjoying the full benefits of the Delco System? ... Delco--

Wise Farmers Realize Urgent Need of Power and Light System Now

"I will not go in debt to buy. You are progressive, you are going ahead but you cannot do it all yourself. You cannot al ...

"It *Will do* the Work of a *Man*"

"W are using a Delco ... Delco

"Plant *Paid* for Itself in 60 days"

"O ... Delco

How an Electric Churn Will *Pay* for Itself

AN average cow produces ... Delco

It is fair to assume that the ... Delco

All Conveniencies of the *City* on Your *Farm*

RUNNING water in the barn, dairy house is a wonderful convenience ... Delco

THE Delco-Light Water System of automatic operation ... Delco

"Saves us *19* hours *Every* Week"

"C ... Delco

"Saves *this* MAN *$219.00* Yearly"

"D ... Delco

S. MERRITT, DELCO DEALER

224 MAIN STREET IOWA FALLS, IOWA

Exhibit No. 9

side the local news, given in abundance, there is a goodly lot of correspondence and other features of general interest. In sending me this copy of the Register particular attention was called by mark to a thesis or paper prepared by Miss Laura Wood, a member of the class in journalism at the state college, entitled, "The Town and the Newspaper." The article is more remarkable perhaps for its truth than for originality, and the writer makes several good points in favor of the press.

* * *

I regret even to the point of shame that I have been unable to give earlier attention to many of the specimens on hand, but unusually numerous personal affairs have kept me so closely employed that to have acomplished more would have been accomplishing the impossible. Here, for instance, is this "Special Silver Anniversary and Golden Jubilee Number" of the Middleburgh (Pa.) Post, celebrating Editor Geo. W. Wagenseller's twenty-five years with the Post and fifty years of life, dated March 20th, which ought to have received notice long ago. However, belated though my remarks may appear, I cannot now pass it without a word of interest and commendation. I might appropriately preface my remarks with the statement that today the Middleburgh Post is a fine modern home weekly, Exhibit 7 showing the tasty first page. This issue consisted of two quarto sections, both containing matter pertinent to the anniversaries, the last section, in fact, being given up exclusively to the editor's recollections of half a century. I have spent much time pouring over this specimen and have found it very interesting. It strikes me as a very fitting way, indeed, to commemorate the dual occasion, and here's hoping Brother Wagenseller may live to celebrate his fiftieth year with the Post.

* * *

If anybody should ask you, you may tell them as my verdict that the Iowa Falls (Iowa) Sentinel is a mighty snappy, nifty weekly newspaper. Gosh! I thought it was a daily at first, and had to search a long while through its columns ere I was convinced otherwise. You may all view the handsome, bright front page of the Sentinel by referring to Exhibit 8, shown herewith. You will doubtless marvel with me over its jaunty, original style. Sorry, though, you cannot see the whole paper, this issue comprising sixteen pages. Every page is delightfully printed and contains something fresh, attractive and interesting. As a matter of fact, the further I go into this sheet, the more I become convinced that it is a wonderful home weekly. The editorial page is original, too, set in wide measure. The language is of the sort that gets under one's ribs. And such advertisement composition! Truly it is not alone on his editorial staff that Brother R. A. Stacey, editor-proprietor, is placing the best men in the calling he can procure—his mechanical men also prove themselves experts. Notwithstanding that etchings come high nowadays, I am going to have accompanying this paragraph a reproduction of one of the two double-page advertisements (Exhibit 9). Perhaps in the reproduction the reader will be unable to glean from the small type in the lower right-hand margin the information that this handsome big advertisement was written and designed by the Sentinel's new advertising manager, Elmer S. Barnes, late of the U. S. navy, also the clever editor of the "Hash" column so conspicuously featured on the front page. It (I mean the advertisement) is certainly sufficient to establish his ability in the ad-making line. The excellent print secured on the pages of this specimen fairly delight me and, had I the space, might inspire me, since other things are equal, to columns of praise and congratulation. I hope Brother Stacey will favor me with future copies of the Sentinel, for such a production cannot be done justice in a single review. There's too much that's good to admire.

* * *

Always a unique paper, unique because it ever reflected the unique character of the vital, belligerent character of the remarkable man who owned and edited it for more than half a century, the issue of the Democratic Watchman of Bellefonte, Pa., dated February 21, 1919, seemed more extraordinary than ever with all column rules and dashes turned in mourning over the passing of its veteran editor, P. Gray Meek. Much of this issue of the Watchman was appropriately given up to a life-sketch of the deceased editor, and all of this was very creditably handled. Otherwise the Watchman is exceptionally chaste and dignified, having the proper form of makeup. The stock used is high grade and of good weight and the presswork is accordingly very pleasing in quality.

NON-ADVERTISERS WILL ADVERTISE

Practical Ideas of Money-Earning Value

In every town from 500 population up there is a certain element of "small business men" who never advertise, because they are not approached in the right way. When a novelty salesman hits town he always gets an order for specialty advertising of some kind from them, but they never give the local printer or newspaper anything, because when the printer solicitor goes after them about the only impression he makes on the said business man is that he has nothing to sell but talk; he seldom shows any samples, naturally a man is hard to get interested in your argument unless you have something to show to back it up.

On July 3 and 4 there was to be a race meet in this town and I determined to try my own ideas in getting some of the non-advertisers interested. The first one I tackled was the Home Laundry. I might

add that there were two laundry agencies in town and they were doing good business because people thought the Home Laundry was not giving good service, which was a mistake. I set up a window card, 3 columns wide and ten inches deep. I was, of course, turned down at first, which gave me an opening to tell the manager WHY the agencies were getting the business. When I left the laundry I had an order for 100 window cards and a quarter-page ad for the paper.

The next man I tackled was an insurance agent who had used just one ad in the paper announcing he had opened up for business. I set up a small blotter for him inviting race meet visitors to make his office their headquarters, and in a small way mentioned his business, leaving it to his salesmanship to sell HIS line when visitors called. The Chautauqua was to follow the race meet for a few days, and in some cases I'd mention that, too. My main point was to invite the visitors to call, then it was up to the advertiser to make his advertising pay. In this way I sold one automobile dealer a 4-column 14-inch space and 100 window cards. In all, the amount of business secured in this way amounted to between seventy-five and one hundred dollars in three days, and the work was finished when the week was up—a quick turn-over.

A great many of the fellows have an excuse, the most prevalent being is that they are going to sell out soon; to meet that you have a fine argument for the simple fact that the more current business they have on their books the better price their business will bring. Some say: I'd not have time to "put 'em out."

To meet that condition, say; "We'll do it for you." The apprentice boy becomes the distributor in that way. Have him place them in the autos when the crowds begin to surge and hand them to the prosperous looking people—they're most all that way nowadays, if they work. A fellow will always put a small card or blotter in his pocket whereas a hand bill is thrown on the streets, which shows the card or blotter is the best advertising in that line.

I might add that the boss was off on his vacation during the time the race meet was on; we were short of help; but the spaces sold in this creative way helped out a lot—12-page paper, and we had the paper in the postoffice seven hours ahead of the usual time.

Now, Mr. Country Publisher and Printer: This fall when the county fairs and other celebrations are taking place and all the business men are making extra money, why not go after some of it yourself in this way? It isn't necessary to sell to some of the advertisers who have been shown, they're safe, but the non-advertiser is the man you want to go after—and you'll be surprised what a good advertiser some of these non-advertisers will become after you have "converted" them. Study their business, read your trade journals, preach your profession—it pays.

Sell the piece of direct advertising to your client first—then sell him the same design for an ad in the paper. An envelope blotter will make a nice 3-column five-inch display with plenty of white space around the design. All you have to do is to put a border around the same design after it comes off the press. No delicate type faces should be used for this work. Your regular ad type is good enough for both.

G. O. McCARTHY,
Hartington, Neb.

* * * *

GETTING NEW BUSINESS AT YOUR OWN PRICE

The First American Aviator

BANGE & SON

The Pioneer Home Furnishers

"You catch the bird and we'll furnish the nest"

Opposite Hotel Hartington, Hartington, Nebr.

The card herewith reproduced has brought in eleven orders to date and the end is not yet. In the first place the design was created and submitted to the home-town furniture dealer; an order for 500 was secured at $5.00. (No. 55 card). After this order was off the press I looked over all the exchanges and every furniture dealer I found in the ad columns and submitted with a finished proof with his name and address printed thereon—he knew how the card looked without going into details—he had a copy of the finished product—not a sketch. In writing a letter with each design sent out, I simply stated that but one furniture dealer in each town could get the cards and invited him to be that dealer—that the price was one cent each and there would be no reduction in price if he took a million. None of the orders received to date have been for less than 500 and none over 1,000, so you can see you can make money on business cards—if they're different.

You say you are encroaching on the other fellows' territory. Not much. The novelty men are swamping the towns, so why not create business in the same way, besides perhaps the furniture dealer never used a card in his life and when he wants more it is likely the local printer will get an order.

So, Mr. Country Printer, every time you get up a little card or novelty of any kind that you think is out of the ordinary, play the game of the "BIG" city printers—syndicate it in a small way and you'll

be surprised at the results. Don't depend on your customers to create ideas of this character—that's your business—and if you have any selling ability you can certainly make money on your ideas if you go about it with the right enthusiasm. This idea is good for small envelope blotters and motto cards also.

It can be done if you'll only try.

G. O. McCARTHY.

* * * *

SOLVING THE LABOR PROBLEM

Ever since the downtrodden people of Russia rose up and overthrew the government of the czar, opening the way, as it happened, for the even greater mistake of the unspeakable bolshevik; ever since that remarkable revolution, relations between capital and labor the world over have been growing more and more strained. The age-old jealousy between the two great classes has grown more acute and, fanned by widespread propaganda and "missionary" work, as devilish as it was clever, the feeling has risen so high on the part of labor that conditions may be said to have reached a crisis.

The world has seen the attempt on the part of the laborers of Canada to take over the government there and set up a soviet rule. England has realized the need of meeting the crisis and has made the most radical changes in her industrial life to meet the demands of labor. In our own country there is a set of people working all the time for the overthrow of the government, and strikes are becoming alarmingly frequent. Cities, states ,the nation itself is roused to a defensive fight against socialist and bolshevik revolutionaries.

While Congress plans immigration bars to keep out undesirables, and the department of justice rounds up the bombers and the rioters and the revolutionaries, most people believe that the only way to really meet the crisis is to so improve conditions between capital and labor that the average workingman will not be receptive to the advances of those few malcontents, whose sole object in life is to stir up trouble.

Some of the best brains of the country have been busy trying to devise ways of bettering the feeling between workers, as a class, and employers, and some firms have attained considerable success along those lines. Better wages, bonuses, better working conditions have done wonders, and it seems to us that the solution of the problem in general may well be found in a careful study and country-wide application of the best features of the best plans now in operation.

And in this connection it may well be said that one of the leaders in solving the vexing problem is in the printing industry. The Hamilton Press, of 40 Stone street, New York City, has put into operation an industrial Relations Plan which seems to be entirely workable and which gives the workers of the establishment an actual voice in the management to such an extent as to make each one feel that he, or she, is a part of the business, is interested directly in its welfare and interested in a personal way.

This plan of the Hamilton Press contains so many fine points that we have no doubt it could serve as the foundation of a general plan for the industry of the country. Certainly it behooves the printers, who are blessed with probably more than their share of labor troubles, to give careful consideration to this plan of the Hamilton Press.

Before explaining the plan in detail, we can best express the purpose by quoting the foreword of the booklet announcing the plan, only recently sent out by the company. The foreword says:

"The directors and officers of the company have for some time been working on a plan to establish closer relations between the employes and the management. They recognize that this can only be brought about by co-operation. They, therefore, invite the employes to co-operate with the management in devising and establishing plans to provide mutually satisfactory operating conditions.

"It is the hope and belief of the management that the plan as outlined below will materially strengthen our relations in the work we have in common and will make for the greater contentment and well-being of us all. If adopted, the management pledges its best efforts to carry out the plan in letter and spirit.

"The objects to be attained by such co-operation are the following:

"1. To avoid discontinuance of production and to maintain maximum production necessary to our mutual interests.

"2. To provide regular facilities for access by employes' representatives to the management and for consultation by the management with representatives of the employes.

"3. To give the employes an opportunity to discuss the conditions under which they operate and a means of adjustment through chosen representatives.

"4. To enable employes to increase their earnings by increasing their knowledge of industrial processes and their interest in the work in which they are engaged.

"5. To further the common interests of the employes and management in all matters pertaining to works organization, efficiency and the general working conditions of the plant."

Briefly, the plan is as follows:

The employes, by secret ballot, shall elect a number of representatives to be known as the General Committee of Employes' Representatives. This committee shall name sub-committees and shall take up for consideration such subjects as safety and accident prevention; efficiency and economy; health and sanitation; hours of labor and working conditions; insurance and relief; wages, premiums, bonuses, etc.; athletics and recreation; and any other matters of interest to the employes. The company on its part names a Management's Representatives' Committee, of equal numbers with the Employes' Committee. Each of these committees names an executive committee, to meet jointly and be known as a Works Council. To this Works Council the employes shall send any matters which they desire to have considered. Any employe may present any subject to his own General Committee, which shall then decide whether or not it shall be presented to the Works Council by the executive committee.

The General Committee of Employes and the General Committee of Management Representatives, meeting jointly shall constitute a General Joint Committee of Appeals. Any matter not satisfactorily settled by the Works Council shall be taken up by this Board of Appeals.

Further, if the matter is not satisfactorily settled by this body, the matter may be referred, by request of the Employes' Committee, to the Board of Arbitration, which shall consist of the Works Council and three added members, chosen from among the customers of the company. The customer members shall be the ones entitled to vote.

By this scheme, the employes of the Hamilton Press are given an equal voice with the company in the management of affairs. Any matter not satisfactory to the employes, as a whole, or in part, may be brought to the attention of the company and the request, suggestion, or whatever it may be, decided by the representatives of the employes and the company voting in equal numbers.

The plan provides that every employe representative shall be wholly free in the performance of his duties and shall not be discriminated against on account of any action taken by him in good faith in his representative capacity.

That, in brief, is the scheme. It is simple, uncomplicated, yet comprehensive. The operation of the plan is governed in every detail by a set of rules and a set of by-laws, which take care of all details, including the method of electing representatives, etc.

The plan is now operating. It is an experiment, of course, and ways of improving it may be found as time goes on. Yet, it seems that the right step has been taken, and the result of the experiment will be watched with the greatest interest by business men in and out of the printing field.—(Printing, New York.)

THE PROGRESS OF THE LINOGRAPH COMPANY

The illustration below shows the projected new building of The Linograph Company of Davenport, Ia., manufacturers of the Linograph, well known to the trade as "The Really Simple Typesetting Machine."

The new and imposing structure will be erected in the business district close to all connecting car lines

NEW BUILDING OF THE LINOGRAPH COMPANY
Davenport, Iowa.

and will be ready for occupancy January 1, 1920. Constructed of concrete and steel throughout, the new home of the company will have five floors of 60x150 feet floor space each, giving a total of 45,000 square feet of space for the accommodation of offices and manufacturing equipment, etc.

The company has been doing a very successful business ever since its organization in 1912, when it was started with a capitalization of $200,000, the stock having been oversubscribed for by the stockholders.

In spite of the hardships through which the entire industry necessarily had to pass during the world war, business in these efficient machines kept on going so well that the management was able to pay a six per cent dividend regularly ever since July, 1917, the last payment being made as usual last month.

Owing to the remarkable growth of the business, which necessitated the erection of the above new quarters, it has been decided to increase the capital stock to $400,000, the additional stock now being offered for sale.

Hard work, careful planning and a product which printers acknowledge as being satisfactory in every respect, have helped to bring the business of the concern up to a point where a yearly output of four hundred machinese can be safely estimated, the new factory being equipped to fully meet this demand.

Much credit for the progress of the Linograph Company must be given to the three Pederson brothers, who seven years ago came to Davenport from Minneapolis and have gained the confidence of the printing industry as well as of the local business interests with which they have come into contact. P. O. Pederson, the genial and aggressive sales manager; Hans Pederson, the inventor and general manager and vice-president of the company, and J. C. Pederson, secretary, have done much to build the success of the firm and to gain the good will of the trade.

R. R. Englehart is president of the corporation, and other members of the board of directors include the following: J. W. Bettendorf, J. H. Haas, Charles Shuler, J. W. Bollinger and H. C. Kahl.

MILLER-COOPER INK COMPANY ENLARGES

Ever since its establishment in January, 1917, the Miller-Cooper Ink Company, manufacturers of printing and lithographing inks at 220-228 Wyandotte street, Kansas City, Mo., has done a steadily increasing and successful business.

Located in one of the most progressive cities of the West, equipped with the best machinery for the production of inks that will do the work of their customers satisfactorily, and under the able management of John M. Miller, whose pleasant personality has won for him many friends in the trade, the firm has advanced rapidly and this summer found it necessary to add to its mill capacity and to take on 15,000 feet of additional floor space.

A REMARKABLE TESTIMONIAL

The Miller Saw-Trimmer Company of Pittsburgh is in receipt of a remarkable testimonial letter from the Pohl Printing Company of Detroit, Mich. So unusual is the voluntary voicing of appreciation by busy printers whose occupation absorbs all of their attention, that a letter voluntarily offered, in praise of a machine or other equipment which has given satisfaction, that the significance of the communication is worthy of more than passing notice. The following is the letter:

Miller Saw-Trimmer Co.,

Pittsburgh, Pa.,

Gentlemen:—

The simplicity of operation of Miller Feeders has been so satisfactorily proven in our plant that we believe a recital of the facts will prove of interest.

We have one of your 10x15 and one of your 12x18 Feeders. These two feeders are operated by Bruce Richmond, who, while serving in the overseas forces of Uncle Sam, was so unfortunate as to lose one of his arms during the engagement of Verdun. In spite of his loss Mr.

Richmond is able to care for and operate these machines satisfactorily. In fact, they are so simple that, without help, he keeps them in constant operation and does all the work incident thereto, save the lifting of some of the heavy forms on the 12x18 machine.

We believe the fact that Mr. Richmond can operate two of your machines in a thoroughly satisfactory manner, even though he has lost one of his arms, not only speaks well for his ability, but proves the simplicity and excellence of the Miller Feeders.

Very truly yours,
POHL PRINTING COMPANY,
Chas. A. Hornik.

Detroit, Mich.

VITAL REASONS FOR CURRENT PRINTING PRICES

Present-day prices hinge on present-day costs. In view of the sweeping rise in costs, too, the printer who bases his charges on 1917 costs is in a dangerous position.

Buyers of printing often are unable to understand increased prices. Nor is the printer always able to make a satisfactory explanation. But, in addition to increased overhead costs and costs of paper, there are these startling percentages to consider:

First—Wages: Since 1910 the average increase in wages has been—

	Per Cent.
Compositors	30
Linotype operators	36
Cylinder pressmen	44
Binders	40

Second—Equipment: According to data secured by the Statistical Department since 1910—

	Per Cent.
Type has increased	140
Metal	50
Other composing room equipment up to	35
Platen presses	80
Mechanical feeders	33
Cylinder presses	35
Cutters	22
Bindery equipment	40

On most of these items there was little or no increase between 1910 and 1915, the largest portion of the rise being in the last three years.

WOMEN CAN INFLUENCE NEWSPAPER CHARACTER

That women, if they care to do so, can determine the character of the newspapers that they desire to have in their homes, was the statement made by Prof. W. G. Bleyer, director of the University of Wisconsin course in journalism, in addressing summer session students last week.

"Since the value of most retail advertising depends on its reaching women as the purchasing agents of the home, every newspaper publisher desires to make his newspaper a home paper," he said. "Unless a newspaper goes into the home and is read by women as home makers, it has little value as an advertising medium.

"It rests with the women of this country, therefore, to decide what kind of a newspaper they want their children to read in the home. By subscribing for or buying a paper, it has truly been said, we are casting a vote for the kind of paper that we want. Every newspaper publisher must give his readers what they want or his paper will be a failure both in circulation and advertising.

"If women, with the ever-increasing sense of their responsibility that is coming with equal suffrage, will unite and make it evident to publishers that only papers which print wholesome news and advertisements will have their support, it will not be long before every newspaper will be such that it can be read aloud from beginning to end in the family circle. Such a paper will truly be a home newspaper."

GIVES RULES FOR WRITING EFFECTIVE SALES LETTERS

"What Makes a Good Letter Good" is the title of an article on sales and advertising letters which Prof. E. H. Gardner, of the department of business administration of the University of Wisconsin, had contributed to the July issue of System. Professor Gardner gives some of the results of an analysis of 5,000 typical sales letters which he has gathered and describes seven rules that seem fundamental in building good letters.

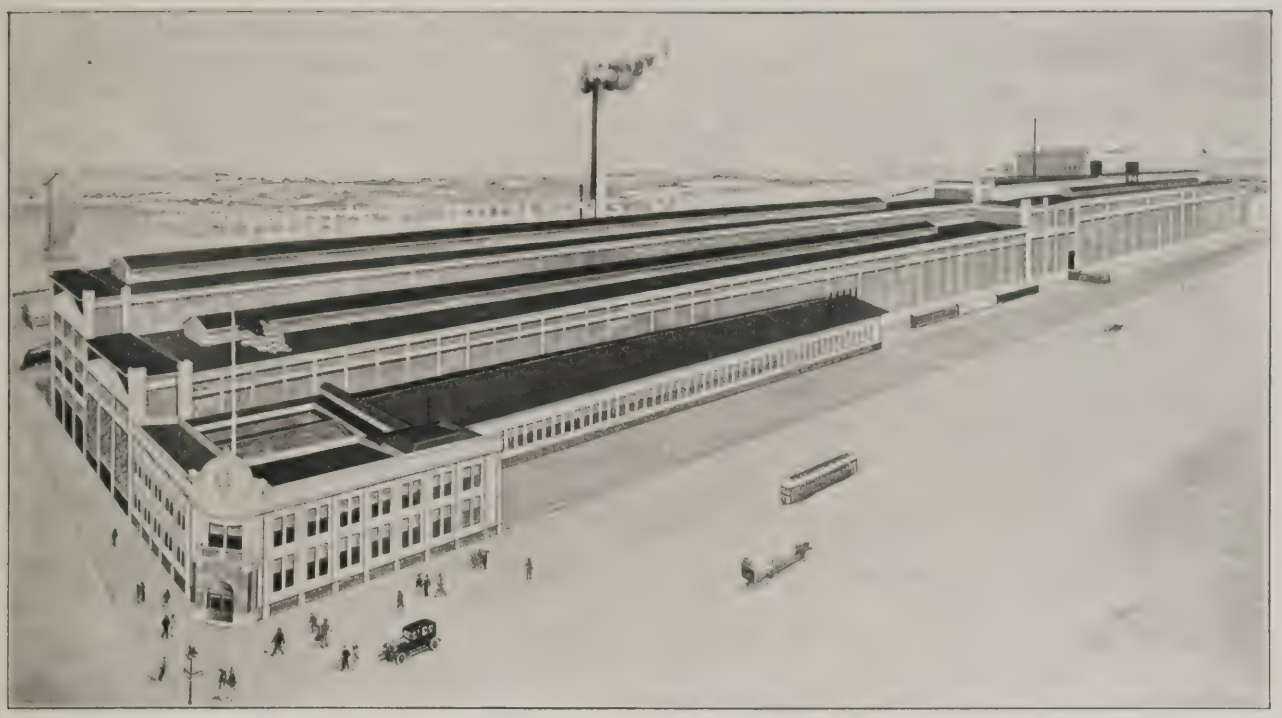
MANUFACTURING A MAN

A man weighing 150 pounds will contain approximately 3,500 cubic feet of gas—oxygen, hydrogen and nitrogen—in his constitution, which at 80 cents per 1,000 cubic feet would be worth $2.80 for illuminating purposes. He also contains all the necessary fats to make a 15-pound candle, and thus, together with his 3,500 cubic feet of gases, he possesses considerable illuminating possibilities. His system contains 22 pounds and 10 ounces of carbon, or enough to make 780 dozen, or 9,360 lead pencils. There are about fifty grains of iron in his blood and the rest of the body would supply enough of this metal to make one spike large enough to hold his weight. A healthy man contains 54 ounces of phosphorus. This deadly poison would make 800,000 matches, or enough poison to kill 500 persons. This, with 2 ounces of lime, make the stiff bones and brains. No difference how sour a man looks, he contains about sixty lumps of sugar of the ordinary cubical dimensions, and to make the seasoning complete there are twenty spoonfuls of salt. If a man were distilled into water he would make about thirty-eight quarts, or more than half his entire weight. He also contains a great deal of starch, chloride of potash, magnesium, sulphur and hydrochloric acid in his wonderful human system.—Paper Box Leader.

WHEN TO QUIT ADVERTISING

When the grasshopper ceases to hop
And the cow quits bawling,
When the fishes no longer flop,
And the baby stops squalling.
When the dunner no longer duns
And the hoot owl quits hooting,
When the river ever ceases to run,
And the burglar stops his looting,
When the vine no longer twines
And the skylark stops his larking,
When the sun no longer shines
And young men quit sparking,
When the heavens begin to drop
And the old maids stop advising,
Then— it is time to shut up shop
And quit your advertising.

—Atlanta Constitution.



THE FINEST PRESS PLANT IN AMERICA

Among the building projects which have been put forward with great vigor since the closing of war activities, one of great interest to printers and especially to newspaper publishers is a very large expansion taking place at the Duplex Printing Press Company's plant in Battle Creek, Mich., whereby what was already a large and efficient manufacturing establishment is being prepared to take care of three or four times its former output. The scope of the new work involves not only an immense new foundry and machine shop, but a rebuilding, enlargement and re-equipment of the old foundry to such an extension that when completed the whole plant will be practically new.

All of the new building is on ground adjacent to the old plant and will be directly in line and connected thereto. In order to facilitate the unity and efficiency of the extension, the city of Battle Creek vacated to the Duplex Printing Press Company two streets which separated the city blocks owned by the company, bought some years ago with this large expansion in view. The vacating of these streets to the company gives them several city blocks in one. And the new plant, main building, stretches along the railroad track for more than a quarter of a mile and is approximately 300 feet in width.

This arrangement of continuous shop enables the use of continuous straight travel for all work, from the foundry at one end to the erecting and shipping departments at the other. No time or energy will be wasted in back tracking. Parallel lines of heavy duty electric traveling cranes will traverse the entire length, serving all work throughout foundry and shop. Five of these cranes are to be installed immediately and the others will follow. In connection with the cranes there will be heavy magnets for quick handling of iron and steel to and from freight cars as well as in the shop. The railroad tracks run directly into the building and under the crane works. Slow manual labor is avoided in every possible way.

Besides the main plant, foundry and office building, the Duplex Printing Press Company has additional facilities of a large five-story warehouse, with many thousands of feet of floor space which will be used for all the light work of the factory pattern making and storage stock room for repair parts, employees' service rooms, etc.

As shown in the illustration, the building is entirely on the principle of daylight construction; steel sash constitutes practically the entire area of both sides and the interior of the entire shop will be practically as light as the open air and equally as well ventilated. With the exception of the railroad track and the wide streets, the Duplex Printing Press Company owns all of the land adjacent to the buildings, so there is no possibility of any other construction ever shutting off the light and air.

The shipping facilities of the new plant will be unexcelled. Tracks from both the main lines of the Grand Trunk and the New York Central will run into the building at two points; one for receiving and the other for shipping, and each of these tracks will have a capacity for several cars for loading or unloading and are, we believe, a unique service in the printing press industry.

The foundry, entirely new both in building and equipment, we understand to be the only one in America built exclusively for newspaper press work and designed accordingly, and the Duplex Printing Press Company has always been distinguished by this feature of owning and operating its own foundry for both brass and iron in connection with the manufacture of its machinery, thus controlling, without question, the quality of materials and the mixtures used for the various needs.

The size and capacity of this plant is the most eloquent testimonial that could be offered to the widening use and rapidly increasing popularity of the Duplex Printing Press Company's products the Duplex flatbed presses and tubular plate rotary presses. The company now shows orders on their books for work sufficient to keep even their new plant "humming" from the day it is ready for operation, which, if all goes as now anticipated, will be ready some time in the late summer or early fall.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES
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CHICAGO. ILLINOIS, AUGUST, 1919

Perplexity exists in the minds of many printer-publishers affiliated with the National Editorial Association as to the contrasting conditions which are found to prevail in Canada and the United States.

The touring publishers are wondering why the Canadian government, railways and people, so quickly recognize the immense value of the good will and active interest of these newspaper printers.

They are in a quandary as to the reasons for the apparent indifference of the government and railroads at home when they consider that during the Liberty Loan and other war activity campaigns, the value of the newspapers as well as the contributions of time, talent and energy of their publishers were acclaimed with enthusiastic cordiality.

This excursion of the National Editorial Association to the Pacific Northwest might just as well have been taken through the States but conditions were prohibitory. The Canadians welcomed the opportunity of entertaining the newspaper owners with a spontaneity that was a decided change of attitude. When the government and the railroads at home have wanted anything of the press, the response has always been quick and ready, but once the conditions are changed, and the publishers manifest a desire, chameleon-like, the color of the whole situation varies. Floods of rhetoric and fine phrases have lost their power to please and something more substantial, as a fully merited reward for services, is wanted.

The journey of the N. E. A. members to their places of meeting was advertised and widely known as a "Victory Tour," but the chilling thought is that it was necessary to travel to Canada to celebrate the victory.

Some day, possibly under another dispensation, the intelligence at the seat of national government as well as that controlling the arteries of commercial traffic will appreciate the local press of the nation and will recognize the tremendous advantage of having the continued friendliness of thousands of interpreters of the will of the people.

When all is said and done, when the welfare of all interests, all trades and arts is given fullest consideration in respect to the value of their contribution in making America safe as a democracy; no one can deny that the most powerful instrument for good in the nation today is that which molds public opinion in the smaller cities and towns.

As a functioning agency for spreading intelligence it could be more serviceable to national democracy. Editors and publishers are like any other self-respecting class of people; they appreciate recognition, especially from those of their own nation, but do not wax very enthusiastic over the gratitude of the brand that has been evidencing itself during the past few years.

—•••—

At a recent convention of the Illinois Press Association a resolution was presented and unanimously approved calling upon the national government to effect a saving in the consumption of paper stock; to co-ordinate all of the publicity features of all the various departments and to centralize the work done by scores of men and women into an organization which would serve as a clearing house for the dispensing of information.

Copies of the resolution were sent to Washington. So far as can be learned, nothing has resulted. The waste continues. Newspaper publishers are still receiving floods of publicity matter from official sources and not one-hundredth part of it is used. The waste basket and the baling machine are filled with the stuff.

If the hundreds of officers of press associations who read this journal will take this subject up earnestly and conscientiously they will render a real service of relief to those whom they are seeking to serve as well as aid in the enforcement of something like efficiency where the need is greatest.

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The National Printer-Journalist cordially approves the disinterested efforts of certain leaders of the printing industry, representing the employers and the employees, to promote industrial co-operation, to improve the relations between those elements whose harmonious accord is absolutely essential for advancement. Strife, misunderstandings and a continuance of the spirit of distrust and ill-will is suicidal. Nothing but disaster can come of it.

The International Joint Conference Council, which held a third conference in Chicago in April is worthy of all the support which can be given in strengthening its statesman-like policies. The formation of the Council was a step of greatest importance, with far-reaching possibilities.

Thoughtful consideration of the following preamble adopted will carry the conviction to the readers that the industry is blazing the way along which others may follow to their advantage and to the safety of the nation which is still confronted by the Scylla and Charybd's of Bolshevism and anarchism.

"Preamble: Only through joint conference in the spirit of mutual helpfulness between employes and employers can the foundation be laid for stable and prosperous conditions within the industry. To promote the spirit of co-operation and to deal with the problems of the industry in a way to insure the protection of the interests of all concerned, the establishment of an International Joint Conference Council, made up of representatives of employers and employes, which shall be thoroughly informed as to conditions and interests of all parties in the industry and in a position to suggest for ratification regulations which shall eventually become the law of the industry, is considered essential.

"Compulsory arbitration by law is deemed impracticable as a means of adjusting controversies between employers and employees. Controversies between employers and employes can and should be adjusted through voluntary agreements to refer disputes to boards of conciliation and arbitration composed of representatives of employers and employes in the industry affected.

"It is in the spirit of arbitration and conciliation that the organization and operation of a Joint International Conference Council for the Printing Industry and Allied Trades is undertaken."

STUDENTS EXTEND CONGRATULATIONS

In recognition of the honor bestowed upon a Wisconsin newspaper by the award to the Milwaukee Journal of the Joseph Pulitzer Gold Medal "for the most disinterested and meritorious public service rendered by any American newspaper during the past year, students in the University of Wisconsin Course in Journalism last week signed and forwarded to the editors of the paper a resolution of congratulations.

The medal, which is of solid gold and valued at $500, was awarded on the unanimous choice of the jury of the School of Journalism of Columbia University, the school's advisory board which includes many distinguished journalists, and the trustees of Columbia university. This is the second bestowal of the medal; it was awarded last year to the New York Times "for printing in full valuable documents affecting the issues of the war."

The students' resolution reads:

"Whereas, The Milwaukee Journal has been awarded the Joseph Pulitzer Gold Medal 'for the most disinterested and meritorious public service rendered by any American newspaper during the year', and

"Whereas, We believe that the usefulness of a newspaper to the community is measured by the extent of the disinterested and meritorious public service that it renders, therefore, be it

"Resolved, That we, the undersigned students in the Course of Journalism at the University of Wisconsin, extend our heartiest congratulations to the editors and the publisher of the Milwaukee Journal on this signal recognition of its public service."

ASSOCIATED ADVERTISING CLUBS OF THE WORLD

The convention will open Monday afternoon, September 22nd, with general sessions on Monday, Tuesday, Wednesday and Thursday afternoon. Departmental meetings will be organized on Monday and will be held Monday, Tuesday and Wednesday afternoons, leaving the evenings open for entertainment.

Preliminary details were discussed by members of the executive committee in session at New Orleans in June.

W. ARTHUR COLE IN NEW POSITION

Mr. W. Arthur Cole, for seven years Director of Service of the Wm. F. Fell Co., printers, Philadelphia, has become an associate of Oswald Garrison Villard, New York. He starts on his new work Monday, June 16th. He will have the direction of the promotion work of The Nation Press, Inc., The Nation, a weekly journal of opinion, a magazine covering the marine field and all pamphlet and book publishing of the Villard interests. His work on the periodicals will cover own advertising, advertising in columns and organization of business and mechanical staffs. He will have no voice in editorial policy.

Mr. Cole expects to be in Philadelphia frequently.

MICHIGAN PRESS AND PRINTERS' ANNUAL MEETING

The Michigan Press and Printers' anual meeting was held in the city of Grand Rapids June 5-6-7. 1919.

The get-together luncheon was followed by songs sung by the audience led by Mr. Henry Schuell. Meeting was then called to order by President McCall. He spoke of the various programs and appointed the folowing committees:

Committee on Resolutions: A. W. Huckle, Chas. H. Barnes, Sim R. Wilson.

Committee on Nominations: J. B. Haskins, C. C. Cargill, Dan Vanderwerp.

Committee on Future Activities of the Federation: W. H. Berkey, C. A. Mackey, W. E. Blake, H. A. Thompson, E. C. Peters.

Hon. Wm. Alden Smith was introduced as toastmaster. Address of welcome was given by Lee

H. Bierce, secretary Association of Commerce, and the response by Fred W. Gage of Battle Creek. Address, "The Power of the Printed World," Rev. Traverce Harrison. The Job Section then held their afternoon session.

Motion picture entertainment was held in the Majestic Theatre in the evening.

Friday morning, Job Printers' Session; Friday afternoon Weekly Section; Friday evening, complimentary entertainment by Grand Rapids printers at Ramona Park.

Saturday morning, Weekly Job Section lasted until 10 A. M., when meeting was turned over to the Federation. The reading of the annual reports of secretary and treasurer was folowed by reports of the Committee on Resolutions and the Committee on Future Activities of the Federation.

Committee on Nominations reported as follows newly elected officers: C. A. Mackey, Grand Rapids, for president; H. S. Thompson, Williamson, vice-president; E. C. Peters, Saginaw, secretary; W. H. Burley, Cassopolis, treasurer. Upon motion, the report of the committee was adopted and the above officers declared elected, after which the newly elected president addressed the meeting.

Total registrations ,162, being local printers, 36; outside printers, 83; supplymen, 31, and guests, 12.

WANTED AT ONCE! CLIPPINGS CONCERNING GENERAL PERSHING

Detroit, Mich., July 22, 1919.

National Printer-Journalist,
Chicago, Ill.

My dear Mr. Herbert:

Just to show Jack Pershing I bear him no ill will for "jumping" me and making me "brace" when he was a first-classman and I was a plebe at West Point 34 years ago, I am getting up a Great Scrap Book—fit title, surely—containing the cream of the choice things said about the Commander-in-Chief of the American Expeditionary Force while he has been on duty in Europe.

I hope to have the huge volume, suitably bound and indexed, ready for presentation to the fine officer who has borne himself so well throughout our victorious feat of arms, when he comes back to receive his country's "Well done" on Pershing Day, about a month hence.

I will appreciate it if all publications—dailies, weeklies and monthlies—would forward at once the best Pershing stuff they have printed (with or without pictures) since the General was chosen to lead the overseas forces.

Just the clippings with name of publication and date of appearance, rushed to **Scrap Book Editor, Times, Detroit, Mich.,** will give every American publisher an opportunity to join in this testimonial. The co-operation of clipping bureaus is also requested.

For two and a half years Gen. Pershing has been too busy to note what the home press has had to say about his great task. The Great Scrap Book will give him an idea of his grateful country's appraisal of his services as he turns its pages in the retrospective quietude succeeding the "shouting and the tumult."

Will you help in this labor of mingled admiration and gratitude by calling upon the publishers to come forward with their clippings and to hurry, hurry, hurry!

Very sincerely,

JAMES SCHERMERHORN,
General Mgr., Times.

SOUTH CAROLINA PRESS ASSOCIATION

Annual election of officers, a cross-country automobile trip to Hendersonville, N. C., and a sumptuous dinner at the Kentucky Home, a banquet at which Dr. W. J. McGlothlin, president of Furman University, spoke, and several addresses by newspaper editors at the morning session characterized the closing day of the forty-third annual convention of the South Carolina Press Association. The body will meet next year at Rock Hill, Anderson or Columbia, these three cities entering bids. The executive committee will decide upon the next meeting place.

The following officers were elected: President, A. B. Jordan, Dillon Herald; first vice-president, H. G. Osteen, Sumter Item; second vice-president, J. Rion McKissick, Greenville Piedmont; secretary, Mason C. Brunson, Florence Times; treasurer, August Kohn. Executive committee: S. J. Leaphart, Lexington Dispatch; O. K. Williams, Rock Hill Record; B. H. Peace, Greenville News.

It was the sense of the association that no officer shall serve for more than one year. Mr. Jordan was elevated from the chair of first vice-president to succeed J. L. Mims of the Edgefield Chronicle, retiring president. J. Rion McKissick, chairman, stated that the committee was not ready to report on the permanent home which may be founded as a resort for newspaper men and their families and which was referred to as a possibility in a speech by Dr. W. W. Ball editor of The State, in response to the address of welcome.

The second day's session opened with the reading of President Mim's report. The president briefly reviewed the work done by the association during the present year.

Paul C. Harber of Commerce, Ga., president of the Georgia Press Association, presented a fraternal greeting of the newspaper men of Georgia to their fellows of the Palmetto state.

Robert Lathan, editor of the News and Courier, who was to have spoken, was unavoidably detained in Charleston.

W. H. Wallace of the Newberry Observer delivered a brief address on "The Press and the Negro."

William Barks of Columbia gave the report of the committee to compile the list of newspaper men in the world war.

Henry R. Sims of the Orangeburg Times and Democrat delivered a masterly address on the press as a factor in improving rural conditions through the development of agriculture and the building of good roads.

Col. Reginald L. Foster, who commanded the Fifty-second Pioneer Infantry, in an address declared that open warfare in the Argonne Forest by the First, Third and Fifth corps of the American army was the cause of the defeat of the Germans and that the fox holes write the history of the American army over the face of France today . He described the activities of the wonderful offensive of the American army in this vital sector.

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

OREGON PRESS ASSOCIATION TO MEET IN CONVENTION WITH N. E. A.

It has been arranged to hold the annual convention of the Oregon Editorial Association on Friday, August 8th, convening at 9 A. M. at the Portland Press Club, for an all day business session. Luncheon will be served at the Press Club at noon, and the convention will adjourn not later than 5 o'clock, when the delegates and their wives will be merged into the N. E. A. convention and will share in the entertainments and programs at Portland.

Every member of the Oregon State Editorial Association in good standing is a member of the N. E. A., under a resolution adopted at the Coos Bay convention last year.

The N. E. A. convention party will be met at the Union Station by automobiles and taken to hotels, room assignments having been made before the arrival of the train, to obviate delay. The Imperial Hotel is the convention headquarters hotel at Portland. The travelers will be taken in automobiles to the Waverly Country Club, where dinner will be served on the lawn by the Portland Caterers Association.

There will be music by Portland's crack municipal band, address of welcome by Mayor Baker, responses, and the usual program incident to welcoming a convention, after which the party will be taken back to Portland.

On Saturday, August 9th, a business session of the convention will be held, convening at 9:30 at Elks Hall. Luncheon will be served at noon at the Press Club, in the Elks building, by the Home Industry League of the Portland Chamber of Commerce, and at 2 o'clock the ladies of the party will be taken around the trip.

The convention will adjourn at 4 P. M., and will take the interurban cars for Oregon City, where the officers of the N. E. A. will dedicate a monument to be erected to commemorate the establishment of the Oregon Spectator, the first newspaper on the Pacific Coast.

The monument will be erected by W. P. Hawley, president of the Hawley Pulp & Paper Company, of Oregon City. The party will go back to Portland on the interurban and at 6:30 P. M. a banquet will be given at the Portland Chamber of Commerce, through the courtesy of the Portland Oregonian and the Portland Telegram.

The party will be taken up the highway Sunday, leaving Portland at 7 A. M. and a bear and fish breakfast will be served at Eagle Creek, through the courtesy of the State Fish and Game Commission and the U. S. Forestry Service about 11 A. M. It is planned to return to Portland about 3:30 P. M., and at 4:30 the N. E. A. party will board a special train for Medford, stopping at Salem for dinner at 6:15 P. M., and listening to an address of welcome from the governor.

It is hoped to have the party spend an hour in Eugene on the way south, arriving there about 9 P. M., though details for this stop have not been perfected. Breakfast will be served Monday at either Grants Pass or Medford, and the party will be taken, by courtesy of the Medford Commercial Club, to Crater Lake, and spend the night there, leaving the lake in time to reach Medford or Ashland to take a train to Portland at 9 P. M. Tuesday, and arriving in Portland the next morning and leaving at once for Tacoma.

All courtesies extended to the members of the N. E. A. party will also be extended to the Oregon editors who are members of the state association and who pay the convention fee, except the trip to Crater Lake, which is limited to the eastern people, because of lack of accommodations for more than 300 at the lake. The special train from Portland to Medford will be financed through the Portland Chamber of Commerce.

NORTHERN NEW YORK PRESS ASSOCIATION

The Northern New York Press Association held a Victory meeting in connection with its annual outing at the home of L. C. Sutton of Massena, N. Y., publisher of the Massena Observer and past president of the association.

Mr. Sutton was in charge of the entertainment program, G. A. Willard, C. H. Congdon and C. M. Redfield, of the business session.

At the Victory business session held at the Citizens Club, the following program was carried out:

"Some things we have learned as a result of the war," G. F. Darrow, Ogdensburg Advance.

Remarks by W. Gibbons of the Cornwall (Ont.) Standard.

"News features weekly newspapers should use to stimulate and promote circulation," Williston Manley, Canton Plaindealer.

Fay C. Parsons, publisher of the Cortland Democrat, told about cost systems and why every office should install a cost-finding system.

Important things for editors to know, by Charles H. Skelton, Canastota, N. Y., president of Central New York Press Association.

Albert E. Campbell of Canastota addressed the meeting on "War experiences and the League of Nations."

"Best methods to secure more national advertising," Hugh Abbott, Gouverneur Tribune.

"Impressions of State Press Association meeting at Saratoga in June," C. M. Redfield, Malone Telegram.

"A basis for increasing advertising rates," B. G. Seamans, Pulaski Democrat.

"Experiences with advertising agents," F. T. Swan, Potsdam Herald-Recorder.

C. W. Young of the Cornwall (Ont.) Freehold also addressed the meeting.

Practical craftsmen gave interesting and instructive talks on circulation, advertising, editing and printing.

Supplementing the business session the entire party was entertained at a shore dinner on the banks of the St. Lawrence.

Mr. and Mrs. Sutton gave an al fresco party for the visitors on the lawn of their home.

G. A. Willard of the Boonville Herald gave his impressions of "An Up-to-Date Print Shop"; F. D. Corse brought "Gleanings from the Central New York meeting at Cazenovia, held July 12," and there was an hour of "shop talk."

OZARK PRESS ASSOCIATION

The Ozark Press Association, at its two days' session at Mountain Grove, Mo., June 22-24, adjourned to meet the second week in June, 1920, in Springfield, Mo. The following officers were elected for the ensuing year: W. A. Black, Mansfield Mirror, president; George S. Townsend, Mountain Grove Journal, vice-president; Prof. W. H. Lynch, Southwest Missouri Teachers Institute, treasurer; H. L. Cobble, Houston Republican, secretary.

Executive board members: Charles W. Fear of the Missouri Trades Unionist, Joplin; Colonel C. L. Wood of the Rolla Herald, and Oliver Davis of the Ave Weekly Journal.

A legislative committee to serve for two years was elected by the convention, consisting of Charles W. Fear of Joplin, Phil A. Bennett of Buffalo, and C. L. Wood of Rolla.

The Ozark Press Association accepted the invitation of the National Editorial Association, extended by National Secretary, George A. Hosmer of Denver, to affiliate with that association, and instructed the officers elected to take proper steps to join that body.

FLORIDA PRESS ASSOCIATION

At the convention of the Florida Press Association in Leesburg, T. E. Fitzgerald, publisher of the Daytona Gazette-News, was elected president; Gilbert Leach of the Leesburg Commercial-Appeal, vice-president; Miss Ruby Edna Pierce, treasurer; Walter Haines, secretary; Thomas H. Appleward, historian.

Mrs. Lois K. Mayus, owner and manager of the Pensacola Journal, was appointed executive secretary.

The fight for Pensacola as the place for the next convention was won by Mrs. Mayus, who, by the way, is the only woman in Florida owning and operating a daily paper.

Sixty-five members attended the convention, which was one of the most successful ever held by the organization.

NEW YORK STATE PRESS ASSOCIATION

Gardiner Kline of the Amsterdam Recorder was elected president of the New York State Press Association at its Saratoga convention June 25th. Other officers are: Vice-presidents, Walter B. Sanders, Nunda News; Wallace Odell, Tarryton News; Peter A. Blosson, Brockport Republic; secretary-treasurer, Elias Vair, Waterloo News.

Charles H. Betts of the Lyons Republican is chairman of the executive committee, which will consist of five members to be appointed by the president, in addition to the presidents of the regional organizations of publishers in Northern, Central and Western New York and on Long Island.

It was decided to raise the annual dues of the association from $2 to $5, in order that work may be accomplished of benefit to the entire membership. Along this line the publication of a four-page quarterly bulletin on matters of general newspaper interest will be started shortly.

Dr. John A. Sleicher, editor of Leslie's Weekly, addressed the final session of the convention on "Delusion." He pointed out the existence of a number of fallacies in regard to the press that existed in the minds of the people.

"The public conscience is not infallible," he said, "and the newspapers which persist in the belief that it is infallible are our sensational enterprises.

"Another delusion is that a newspaper is a philanthropic enterprise. One needs but to consider the amount of the paper bills that go to make up the newspaper in order to find out that newspapers are business enterprises which must be conducted on a strictly business basis, if they are to be successful.

"It is on account of this tendency to flatter the readers' conceits that the character of the newspaper has been changed, devoting a larger part of its space to the circus and to the movies. The credentials of a successful journalist are not a college education and a deep study of matters, but a vivid imagination and the ability to write fiction.

"That is why so many newspapers print little news, carry little or no poetry, no religion and make very little attempt to elevate and refine.

"Print less and better news—real news—a day later and right rather than a day earlier and wrong. Let us be strong and face the issue—for journalism is the most attractive of all professions, the fourth estate being far more important than all of the others."

Five deceased members of the association were honored on Friday afternoon by eulogies. A. O. Bunnell's paper on Henry Stowell of the Seneca Falls Reveille was read by Gardiner Kline in the absence of the author. Frederick P. Hall read a paper on Louis McKinstry of the Fredonia Register and Joseph T. McNally eulogized James C. Farrell of the Albany Argus. A paper composed by Charles H. Condon on Willard D. McKinstry of the Watertown Times was not read, but will be included in the minutes.

Speakers at the banquet were Dr. Talcott Williams, James Schermerhorn, editor of the Detroit Times, Brigadier General S. T. Ansell and former Senator W. T. Brackett.

SIXTY-THIRD ANNUAL MEETING OF NEW JERSEY PRESS ASSOCIATION

The sixty-third annual meeting of the New Jersey Press Association was held at the Wildmere Hotel, Lake Minnewaska, N. Y., on June 27-30. William B. Bryant of the Paterson Press-Guardian presided, and the following officers were elected for the coming year:

President, Alfred Cooper, Cape May Gazette; vice-president, W. L. Tushingham, Camden Courier; secretary, John W. Clift, Summitt Herald; treasurer, W. B. R. Mason, Bound Brook Chronicle.

Executive committee: E. A. Buistor, Passaic Herald; J. N. Naylor, Allentown Messenger; E. V. Savidge, Hopewell Herald; J. E. Clarey, Jr., Madison Eagle; William B. Bryant, Paterson Press-Guardian; D. D. Olmstead, Perth Amboy News.

Following the election of officers, papers were read and discussions were held covering various phases of daily and weekly newspapers of New Jersey. Many valuable points were brought out regarding new state laws and the question of collective buying of news print and inks Several new members were elected.

The party, which numbered more than a hundred newspaper men, their families and friends, was the largest that has attended this annual outing of the association in several years. They left New York on Friday morning on the steamer Washington Irving, disembarking at Kingston, where a special train took the party to Kerhonkson. A six-mile drive brought them to Lake Minnewaska, on the summit of the Shawangunk Mountains.

The annual banquet was held on Saturday evening, with the retiring president, William B. Bryant, as toastmaster. Dr. John Handley, pastor of St. Luke's M. E. Church of Long Branch, N. J., was the principal speaker. Dr. Handley was chaplain of the 112th Field Artillery and gave many interesting reminiscences of his experiences in France.

The new president, Alfred Cooper, was introduced and gave a short talk, as did J. W. Clift, the secretary.

NEBRASKA EDITORS TO TOUR STATE

The midsummer outing of the Nebraska Press Association is going to be the greatest pleasure trip ever taken by this "live" association.

The editors will assemble in Omaha on Monday, August 4th, and will be the guests of the Chamber of Commerce. At midnight sleepers will be boarded for the journey to the western part of the state. Breakfast will be taken on the morning of August 5th at Hastings, luncheon at Holdrege and supper at Curtis, where the state agricultural school will be inspected. The excursionists will stop to breakfast at Holyoke on August 6th at Sidney for luncheon and will arrive at Gering, where the principal session will be held, for supper. Thursday, August 7th, and Friday, August 8th, will be spent at Gering, except for an excursion which will be undertaken from Scottsbluff to the Goshen Hole country in Wyoming. This will be taken with a second train furnished by the people of the region. The excursionists will return to their own sleepers at Gering and leave on the evening of Friday, August 8th. Breakfast will be taken at North Platte, luncheon at Kearney and supper at Grand Island. The cars will be turned over to the railroad company at midnight at Omaha.

Secretary Buck announces that the cost of the journey cannot yet be computed, but he is willing to guarantee that the necessary expense will not be more than $50 for each person, including railroad fare, sleeper and meals.

MISSOURI PRESS ASSOCIATION

The fall convention of the Missouri Press Association will be held September 25th, 26th and 27th in Springfield. The place and date were decided upon at a meeting of the executive committee of the association held in Kansas City recently.

NEW HAMPSHIRE WEEKLY PUBLISHERS' ASSOCIATION

The nineteenth midsummer outing of the New Hampshire Weekly Publishers' Association was held at the Hotel Wentworth, at Newcastle, near Portsmouth, on Friday, Saturday and Sunday, June 27-29.

The program included inspection of the big steel shipbuilding plant, the Atlantic corporation, where the visitors were shown the process of manufacturing steel ships, from the laying of the first keel plates to the completed product.

From there they went to the wooden ship yard at Newington, and where they were privileged to witness the launching of one of the boats. This launching was scheduled to take place at a later date, but through the courtesy of the shipping board, the event was allowed to take place on the 28th. From the shipyard the party went to the navy yard and were taken through the big naval prison.

In the evening one of the members of the association, Capt. Samuel H. Edes, of Newport, recently returned from the battlefields of France, gave a talk to the publishers and exhibited a trunkful of souvenirs.

Delightful auto rides were taken along the shore drive to Hampton beach and in other directions.

At the business meeting the following officers were elected: President, R. J. McLean of Plymouth; vice-president, A. S. Morris of Littleton; secretary, C. G. Jenness of Rochester; treasurer, A. B. Rotch of Milford; executive committee, president and secretary and C. O. Barney of Canaan, F. E. Thayer of Woodville and Carl Thomas of Farmington.

COLORADO EDITORIAL ASSOCIATION

The midsummer meeting of the Colorado Editorial Association was held in Denver July 11th and 12th, with headquarters at the Albany hotel.

At ten o'clock Friday morning when President S. A. Crary of the Lamar News made his opening address, the auditorium at the Albany hotel was well filled. The morning was taken up by the appointment of committees and routine work. At noon the editors and their ladies were guests at a luncheon of the Denver Civic and Commercial Association. In the afternoon E. H. Godfrey of the Yampa Leader read a splendid paper on "What Organization Means to the Association."

A paper by R. T. Porte of the Utah Press Association and the Franklin club of Salt Lake, on the subject of "The Spirit of Co-operation," was listened to with interest. Another paper by Wm. R. Murphy of the Las Animas Leader on "Uniform Advertising Rates" was well received. "The Value of County or District Associations" by Roy Rae of Windsor was given most excellent attention. Mr. Rae spoke from a personal standpoint. He cited the close co-operation of the editors in Weld county, pointing out that no matter who the man was or what kind of work he might happen to give out, the price quoted him was the same, no matter what editor in Weld county he approached. He declared that he believed the newspapers of his county were making more money than formerly because of this policy.

Clinton L. Oliver of Kansas City gave a short address on "Foreign Advertising and How to Get It." Wallace V. Olin of the Greeley News gave a splendid talk on "Getting Out of the Charity Rut." "The Field Secretary Plan," by J. M. O'Connell of the Salida Mail, was given close attention because a large proportion of Colorado editors favor it. A round-table discussion under the direction of Secretary Haubrich brought before the members in an informal way a general idea of the field secretary's work.

At six o'clock a sumptuous banquet was tendered the editors and their ladies by the Colorado Fuel and Iron Company at the Albany Hotel, after which Cecil R.

Conner of the Conner Advertising Company of Denver took the entire party to Denver's summer resort, Lakeside, where the evening was spent.

Saturday morning J. M. Worley of Kansas City and Alva Swain of Denver, on behalf of the Tenth Federal Reserve district, entertained the editors at breakfast. After that the program continued with discussions and short extemporaneous talks by the members.

The next meeting of the association will be a winter assembly in January, 1920. Preparations are already being made for a banner meeting, and it is hoped that every publisher of the state will be present.

INTERNATIONAL EDITORIAL ASSOCIATION PLANS HOME FOR NEWSPAPERMEN

The International Editorial Association, of which Clare Berger, Warren (Pa.) Mirror, is president, is reported to have purchased the Jeter Institute property at Bedford, Va., for an International Home for Newspaper Men.

Clyde P. Steen, president of the late National Association of City Editors, is "organizer" of this association and its projects. He announces plans to raise $50,000 by popular subscription to finance the proposed home. The I. E. A. purposes also to have insurance and benefit features.

The plan is to remodel the home and make it one of the finest national institutions in the country. The building already has $7,000 worth of improvements made by the Elks when they occupied it temporarily.

In the new home will be offices where benefits will be closely followed up, investigations conducted and payments made; a fraternal branch where business and work of the "Order of the Sacred Mill" and the secret ritualistic division of the association will be conducted; a publication branch where the official weekly publication, Editor and Reporter, will be published; an advertising branch; also an employment branch or job exchange, where all out of employment will be secured new positions or where editors and publishers can register and secure new men when needed; a home branch, where newspaper men without relatives or means of support if incapacitated for active work can reside without cost, or where they may be sent by relatives for change of environment or treatment.

Another department will be the school of instruction, where practical newspaper men will instruct beginners, train them for newspaper positions and give them practical experience.

UTAH PUBLISHERS IN CONVENTION

The Utah State Press Association held its semi-annual convention in Salt Lake City June 2-3. President James H. Wallis, Vernal Express, called the meeting to order. The report of the secretary, R. T. Porte, showed that the association had been very active during the past six months, especially in creating statewide advertising from the Utah Manufacturers' Association.

Numerous matters were discussed and acted upon. The most important papers read before the convention were those of Karl S. Carlton, Milford News and Beaver Press, on legislative matters, and H. W. Cooper, Price News-Advocate, on foreign advertising. So interesting was Mr. Carlton's address that it was unanimously agreed to secure the services of an attorney to prepare a digest of all laws affecting the publishing of legal notices in the state.

The following officers were re-elected to hold office for the coming year: President, James H. Wallis, Vernal Express; vice-president, Karl S. Carlton, Milford News and Beaver Press secretary and treasurer, R. T. Porte; recording secretary, H. W. Cherry, Gunnison News.

The next semi-annual convention will be held at Price in October; date to be announced later.

The following resolutions were unanimously adopted:

"Whereas, during the late war emergency the operation of the railroads of the United States were taken over by the federal government and, whereas, the emergency for any further control of the railroads is now passed, through the successful completion of the war; therefore, be it resolved, that the Utah State Press Association in convention assembled urges that the railroads of the country be returned to private ownership as speedily as possible.

"We also heartily favor as directors and molders of public opinion a league of nations plan, covenant, or agreement among nations that will eliminate as far as possible the chance of any further outbreak of war among the nations of the earth, and we further pledge our best efforts to promote the great cause of world peace that will be brought about by such league, covenant, or agreement.

"We further resolve that this association go squarely and emphatically on record in favor of Utah products and we pledge our best efforts and hearty co-operation with the Utah Manufacturers' Association in helping to create a demand for Utah-manufactured goods throughout the state of Utah. We also commend the action of the state officials in choosing Utah cement and material for the building of the 33 miles of state highways as a step in the right direction.

"Your committee endorses the recommendation of our president that we hold strictly to the legal-rate law, and charge ten cents per line per insertion for each and all legal publications with the exception of water notices, for which a flat rate of fifteen dollars per notice is equitable.

"We also urge each member of the association to put forth their best efforts in bringing their publications to the highest possible standard of efficiency and endeavor to elevate the journalism of Utah to a higher plane of the newspapers of the United States."

NO AUGUST MEETING FOR I. D. P. A.

The August meeting of the Inland Daily Press Association probably will be postponed and combined with the October session, which will be held over two or more days in conjunction with gatherings of several other kindred organizations to be held at the time in Chicago.

NORTH CAROLINA PRESS ASSOCIATION

Secretary-treasurer J. B. Sherrill announces the following program for the annual meeting of the North Carolina Press Association, to be held at Wrightsville Beach, July 31-August 1:

Thursday, July 31, 1919, 9:30 o'clock: Call to order by the president, Z. W. Whitehead, of Wilmington; invocation; address of welcome; response to address of welcome; report of executive committee on new members; president's address; appointment of committees; address by Albert Sidney Johnstone, director war loan organization, Fifth Federal Reserve district, Richmond, Va.; address, Taxation and the Revaluation of property in North Carolina, A. J. Maxwell of the State Corpora-

tion commission; address, "Freedom of Speech and the Liberties of the Press," Charles Johnson Post; historian's paper. Night Session: Address by secretary of the Navy Hon. Josephus Daniels; the annual poem, Dr. Wm. Laurie Hill; annual oration, H. B. Dwire, Winston-Salem Sentinel.

Friday morning, August 1st: Address by Dr. Jobe Taylor, paper manufacturer, on the subject of "News Paper"; address, "American Commerce and Trade at Home and Abroad," Byron R. Newton, collector of the Port of New York and former assistant secretary of the treasury; "Women and the Fourth Estate," Mrs. Caroline Land, Albemarle News; "The Press and the Task of Reconstruction," R. F. Beasley, of Raleigh; "Propaganda Advertising," H. Galt Braxton, Kingston Free Press; three minute talks on the following subjects: "Should Not North Carolina Newspapers Exchange with Each Other?" "Development of Local and Foreign Advertising," H. B. Varner; "What is an Adequate Price for a Weekly Newspaper?" J. A. Sharpe; "The Cash in Advance System"; "Political Advertising"; "What Do Readers Most Prize in a Local Newspaper?"

Incidentally this completes Mr. Sherrill's thirty-first consecutive year as secretary-treasurer of the association. During this time he has missed only two meetings, both occasions on account of illness.

SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

The seventeenth annual convention of the Southern Newspaper Publishers' Association closed at Ashville, N. C., July 9th, with the election of the following officers and members of the executive committee:

President, James H. Alliston, Fort Worth (Texas) Record; first vice-president, Marcellus E. Foster, Houston (Texas) Chronicle; second vice-president, W. A. Elliott, Jacksonville (Fla.) Times-Union; secretary-treasurer, Walter C. Johnson, Chattanooga (Tenn.) News.

Executive committee: Mrs. Lois K. Mayes, Pensacola (Fla.) Journal; Victor H. Hanson, Birmingham News; J. L. Mapes, Beaumont (Tex.) Enterprise; C. I. Stewart, Lexington (Ky.) Herald; F. G. Bell, Savannah Morning News; E. B. Jeffries, Greensboro News; M. K. Duerson, Lynchburg News; E. E. Clarke, Little Rock Democrat; D. C. More, Raleigh News and Observer; D. D. Moore, New Orleans Times-Picayune; W. W. Holland, Spartanburg Herald; Col. A. F. Sanford, Knoxville Journal and Tribune.

The election of Mrs. Lois K. Mayes of the Pensacola Journal to membership on the executive committee marks a distinct departure for the association. Mrs. Mayes is the first woman so honored. Proposal of her name was greeted with applause and her election was unanimous. She was the first publisher proposed, her colleagues being chosen after she had been elected. Mrs. Mayes has taken active interest in association affairs for a good many years. Her opinion of her profession is indicated by her enthusiastic approval of the decision of one of her boys to go to Chicago soon to study linotype composition at the Mergenthaler school.

Committees to serve during the ensuing year were announced by President Allison after an enthusiastic meeting of the executive board at which the work for the coming year was canvassed and outlined. They follow:

1920 Committees

News Print Committee: C. L. Stewart, Lexington (Ky.) Herald, chairman; W. W. Stouffer, Louisville Post; Curtis Johnson, Knoxville Sentinel; H. G. Giovannoli, Lexington (Ky.) Leader; W. E. Thomas, Roanoke (Va.) Times.

Advertising Committee: W. G. Bryan, Atlanta Georgian, chairman; A. G. Newmyer, New Orleans Item; F. Gladfelter, Louisville (Ky.) Herald; Charles Allen, Montgomery Advertiser; Victor H. Hanson, Birmingham News.

Legislative Committee: Major E. B. Stahlman, Nashville Banner, chairman; Col. Louis J. Wortham, Fort Worth Star-Telegram; Urey Woodson, Owensboro (Ky.) Messenger; Col. A. F. Sanford, Knoxville Journal and Tribune; Col. W. C. Dowd, Charlotte News.

A. B. C. Committee: P. T. Anderson, Macon (Ga.) Telegraph, chairman. Mr. Anderson will name his own associates.

Committee to make survey of conditions as relating to establishing a school for linotype operators: W. T. Anderson, Macon (Ga.) Telegraph, chairman; Urey Woodson, Owensboro (Ky.) Messenger; D. D. Moore, New Orleans Times-Picayune.

SOUTHERN ILLINOIS PRESS ASSOCIATION

The Southern Illinois Press Association will not hold its summer meeting as early as first planned. This organization held a meeting in St. Louis early in the spring and then planned for a general meeting and outing about the last week in June. Another boat trip was planned, but it was found by the program committee that there was now no boat on the Mississippi large enough to carry their crowd for a three days' trip. This form of outing had to be abandoned as did also the date, as it came at the same time as the meeting of the Illinois Press Association, of which most of the southern Illinois editors are members.

A July date was then suggested but the program committee now finds that September is the time which suits most of the members. The place has not been fixed definitely nor the form of outing, but President W. O. Paisley of the Marion Daily Republican hopes to arrange for an excursion to the state capital and the home of Lincoln as a part of the trip. Frank J. Easton and D. G. Richards are active workers for the meeting this fall..

CENTRAL WISCONSIN PRESS ASSOCIATION

The summer outing of the Central Wisconsin Press Association was held at Mosinee, Wis., Friday, July 25th. Bert E. Walters, publisher of the Mosinee Times, secretary of the association, was responsible for carrying out a delightful program of entertainment which included a launch trip up the Wisconsin river and a visit to the large paper mills. The visiting editors and their families were entertained by the Mosinee Chamber of Commerce.

VIRGINIA PRESS ASSOCIATION

West Point, Va., was the meeting place for the summer convention of the Virginia Press Association, July 17th, 18th and 19th.

R. A. Anderson of Marion, president, and Charles B. Cooke of Richmond, secretary-treasurer, were in charge.

At the July meeting the resolutions adopted at the Roanoke meeting in 1918 went into effect. One of these resolutions provides for the abolishment of the office of historian, and also does away with the various district vice-presidents.

L. E. Pugh of the Newport News Press was chairman of the daily section of the Virginia Press Association, created at the Roanoke meeting, one result of

whose work was that the association was strengthened by the addition of several of the most influential daily newspapers of the state to its membership.

The program included a steamer trip down the York river to historic Yorktown, which is now becoming famous again as a naval station and fuel oil base. After dinner at the Yorktown Inn the return trip was made by moonlight. The editors also visited the shipyard and other industries at West Point.

THIRTY-THIRD ANNUAL CONVENTION OF GEORGIA PRESS ASSOCIATION

The thirty-third annual convention of the Georgia Press Association opened Monday, July 16th, with public exercises, featured by addresses of welcome by Mayor Nowell and others. President Paul T. Harber presided.

The first business session, Tuesday, was marked by strong addresses of particular interest to the newspaper men of the state by A. H. Hardy, editor of the Gainesville Eagle; David Comfort, of the Marietta Journal; Ralph Meeks, of the Carrollton Free Press, and Mr. Brumby, of the Marietta Times.

Mrs. Edith O. Susong of the Greenville (Tenn.) Democrat, delivered a helpful and inspiring address on "How to Get Advertising from Home Business Enterprises." Mrs. Susong, who is vice-president of the Middle Tennessee Editors League, made such a decided hit she was elected an honorary member of the association. The session was enlivened by a discussion upon a resolution to endorse the League of Nations. The resolution was adopted with only three dissenting votes.

The social features of the meeting were very much enjoyed. They included receptions and entertainments, with dances for the younger people. Wednesday was given over to further discussions, the selection of a meeting place for 1920 and the election of officers. In the evening the delegates left for Athens to visit the state university.

FIFTIETH ANNUAL CONVENTION OF ALABAMA PRESS ASSOCIATION

The fiftieth annual convention of the Alabama Press Association was held in Andalusia, Ala., June 26-27. It was one of the most successful gatherings of this organization ever brought together. Ex-president McCulloch and Secretary Hard worked long and tirelessly to make it the meeting it was.

Much work was accomplished and a number of invigorating talks made by publishers and those engaged in kindred lines. It was a gathering of, for and by newspaper folk and the discussions were confined to matters of interest only to members of the craft.

New officers of the association were elected as follows: Oscar M. Dugger, Star, Andalusia, president; Frank N. Julian, Standard, Sheffield, first vice-president; W. T. Hall, Eagle, Dothan, second vice-president; W. T. Sheehan, Advertiser, Montgomery, third vice-president; James H. Hard, Birmingham, secretary-treasurer; N. J. Lillard, Standard, Brewton, recording secretary; J. C. Williams, Mountain Home, Talladega, historian.

The legislative committee, a very important one in that the legislature is about to convene, made the following report:

Legislative Committee Report

"To the president and members of the Alabama Press Association: We, your committee on legislation, beg leave to report as follows:

"1. That we recommend to the consideration of the Alabama legislature the framing and passing of an act requiring publication in a newspaper, of all local laws in the county or counties affected by said local laws.

"2. We recommend to the legislature the passage of an act requiring the publication in a newspaper of the official minutes or proceedings of boards of revenue and courts of county commissioners.

"3. That we recommend the passage by the legislature of an act requiring the publication in a newspaper in the counties of all judicial circuits of all dockets of courts of record in said counties.

"4. That we recommend the re-enactment of the law requiring the payment of legal advertising fees before final settlements in litigation.

"5. That we recommend enactment of a law requiring the payment of legal advertising fees before final settlements in litigation.

"5. That we recommend enactment of a law requiring the publication in each county of the state twice yearly of a list of all insurance companies who are licensed to do business in the state.

"6. That we recommend the publication in a newspaper in each county of the state a list of all their auto licensed chauffeurs.

"7. That we recommend the passage through the house and senate of a bill permitting the exchange of advertising space for transportation on railroads, contracts to be optional wih all newspapers and railroads.

"8. That we recommend the passage of a law requiring all probate judges of Alabama to compile a complete list of all land owned in their respective counties and that they have 500 or more of these lists printed to be furnished the state and federal agricultural departments and agricultural colleges.

"9 That we recommend the appointment by the president of this association of a committee of three to draft a new and reasonable libel law for presentation to the legislature of Alabama for passage and that this committee be empowered to pass upon this law finally for this association before it is presented."

The editors were lavish in their praise of the generous hospitality extended by the people of Andalusia. The homes of the citizens were thrown open to the visitors, and the fried chicken business must have enjoyed a trend upward. In any event many recently happy little befeathered chickens suddenly and entirely unexpectedly entered the Alabama newspaper game to the glory of good appetites and the credit of Andalusia. A convention badge was better than cash during the two days of the convention, as it was next to impossible to find anyone who would accept the coin of the newspaper folk. Smokes, drinks, hotel service, even tonsorial necessities, were entirely on the Democratic Andalusia free list. Among the striking festivities of the occasion may be mentioned two banquets, a fish fry, a watermelon party and visits to several local industrial plants. The editors also visited Florala, where a banquet was enjoyed.

The meeting was unanimously voted pre-eminently successful and Editor Dugger demonstrated conclusively his sterling qualities as a host. The place for holding the next meeting was left to the executive committee.

MINNESOTA NEWSPAPER MEN ENJOY ANNUAL OUTING

The most successful, the best managed, the most satisfactory outing the newspaper men and women of this state have had, since the old days of the state association excursions, is the verdict after the outing that closed at Bemidji June 29th. On the Northern Minnesota Editorial Association has fallen the mantle of those former days when railroads furnished special trains and boat companies boats and vied with each other to carry the editors of Minnesota. This climax came in the administration of President W. E. Verity of the Wadena Pioneer Journal and was another of his successes in behalf of the association.

Nearly as many newspapers of Southern Minnesota were represented and the only rivalry was in having a good time at Beautiful Birchmont, the superlative resort of superlative Bemidji. Someone has called Bemidji "The City of Enterprises." It deserves the name.

It is not to be wondered then that the two hundred who responded to the Northern Association's invitation ran out of superlatives and had only exclamation points left when Bemidji marshalled a half hundred autos and whirled them away to Itasca State Park, just a good hours' ride through a forest country broken by splendid farms. This crowned a wonderful three days' outing and placed the wreath of honor on the association. To it, to Bemidji, to Birchmont, to the Park these men showed thanks, congratulations and praise, all deserved and all spontaneously given. Thursday evening the guests were entertained at an informal reception at Birchmont where the 21st Battalion Band rendered a short concert followed by a dance.

Saturday morning was devoted to a trip about Bemidji, where the Crookston Mill, the new Normal and other points of interest were shown the visitors.

At noon one of the features of the outing was staged when the Crookston Lumber Company entertained the editors and friends at a typical camp dinner. Tables were set in the natural forest near Birchmont, where fish and beans were served to nearly three hundred people. A. A. D. Rahn, Bert Lakin and the Bemidji officers of the company were untiring in their efforts to make the meal a success.

In the afternoon a program of races was held at the summer hotel, the events being under the personal direction of the supply men who had also provided the prizes. The competition was keen, entries liberal and excitement intense.

A free for all speaking contest in which the participants were called on by Chairman Wilke, who announced the subject, the discussion being limited to three minutes or less, resulted in prizes being awarded to Mrs. H. M. Phillips of the Mahnomen Pioneer and H. Z. Mitchell of the Bemidji Sentinel.

In the evening President Verity called the guests to order and introduced Judge C. W. Stanton of Bemidji, a former editor and member of the association. Judge Stanton reviewed interestingly some of the early history of the association, recalling many of the older members who hhave since passed to their reward.

M. H. McMahon, secretary of the St. Paul Association, made a decided hit with his remarks on "Co-operation and Community Progress."

Former Mayor R. G. Waugh of Winnipeg brought a message of greeting to the people of Minnesota from the Canadian brethren.

Premier T. C. Norris, fresh from the scene of the sympathetic strike, told of the progress of the labor troubles in Canada, the aftermath of the great war. "The strike fell of its own weight," declared Mr. Norris. "The labor unions were not responsible for the trouble, it was the Socialist element, the same disturbing factor that you have here in the states." Premier Norris declared that both the United States and Canada would have the same economic problems to solve and urged the same shoulder to shoulder fight that was staged against the Hun. He was roundly applauded frequently during the speech.

Sunday morning an impressive service was held in memory of the late Frank J. Meyst. President Verity presided. Secretary Rutledge read a biographical sketch and W. P. Kirkwood presented to the members a most touching tribute, written by H. C. Hotaling of Mapleton, who was unable to be present. Wm. Wilke, Grey Eagle; G. S. Pease, of Anoka; Fred Hadley, of Winnebago, and F. M. McClellan, of Minneapolis, delivered brief eulogies.

Dinner was given the members at Itasca State Park through the courtesy of State Forester W. T. Cox and Superintendent Stilwell of the park. The drive was taken in the Bemidji cars and the dinner served in one of the beauty spots of the state forest where the students at the forestry school had charge of culinary arrangements.

Following an inspection of the many points of interest in and about the park the guests returned to Bemidji to take their trains or motored on to their homes.

FRANKLIN TYPOTHETAE OF CHICAGO HOLDS NOTABLE MEETING

The Franklin Typothetae of Chicago had a notable meeting Thursday evening, June 19th, with President J. W. Hastie of the Western Newspaper Union presiding. Following the serving of an excellent dinner the reports of various committees and officers were presented. The report of the Secretary, Mr. C. L. Woodfield, contained the following information with regard to the growth of the organization:

The growth of the association during the past eight months may be measured in several ways, but the following three are probably the most striking: (1) An increase in membership; (2) An increase in the service rendered by the association to its members, and (3) An increase in the working force in the office of the secretary.

The membership committee has held more meetings than any other committee in the association, with the exception, of course, of the executive council. This committee is a bunch of live wires whose motto has been, "Meet at 12:15 sharp, adjourn at 1:30 sharp, business between bites."

"Another line of growth which it gives me much satisfaction to report is the increased number of members who have had our cost accountants install the Standard Cost Finding System. Although the total number of members who are operating according to the Standard Cost Finding System does not exceed 100, only 25 per cent of our total membership, the interest in cost work is steadily increasing. The testimony of those who have faithfully kept the Standard System is so tremendously convincing that if those who do not have the system could hear these cost-system-keepers talk for a short time they would either have the system installed or openly admit that they do not care to make a profit in their business.

"Our cost accountants have put accounting systems into one large plant and into several medium sized

plants during the past eight months. Also they have helped many of our members in the making out of their income tax schedules.

"The growth in the membership of the Association and the growth in the service which the association has endeavored to render its members, made it necessary to increase the working force in the office.

"A steady increase in the membership of the association, which is now about 181 per cent of what it was about eighteen months ago, together with an increase in the number of the different kinds of services rendered to this increased membership, made it impossible for the general secretary to spend much time out of the office among the members. The need for someone to devote all his time to this kind of work was so apparent that last November the executive council decided to employ such a man. After scores of applicants had been interviewed, Mr. Randolph, the man who now holds the position, was selected with the title of field secretary."

The report of the membership committee, made by Mr. C. C. Laxman, the chairman, contained the following:

"The first definite step made was adding our field secretary, Mr. F. W. Randolph, to the local staff, which has proven a very wise course. Briefly, the direct results from this promotion feature are:

New memberships	74
Resignations withdrawn	2
Delinquents' dues obtained through reselling of organization activities	14
Number of calls on members	275
Number of calls on non-members	381

"In all, this gives us an added number of 74 members since February 1st of this year. As an indication of the aggressiveness of our field secretary, a comparison of his work with the efforts of the field work of the U. T. A. is interesting.

"One of their reports shows that covering a period of three months of field work this spring, their sixteen organizers secured 243 new members, which is at the rate of five new members per month for each organizer. Comparing this to the field work in Chicago, it is noted that we secured sixteen new members per month as against five new members per month per organizer on the part of the National. This comparison indicates that locally the promotion work of our office is steadily obtaining some satisfactory and definite results. A further comparison of their report shows that the number of members secured by organized locals during this period totals 95. This figure includes Chicago, which reveals to us that during the period referred to, the Franklin Typothetae of Chicago has secured about as many new members as all other local offices in the United States combined.

"A week ago last Tuesday, Mr. Neely, a member of our committee, was given charge of a testimonial drive to our retiring president, Mr. J. W. Hastie, and tonight our committee is able to report the consummation of a cherished wish of Mr. Hastie's made some few weeks ago, that when he went out of office he hoped the organization would number 400. Tonight, gentlemen, with members secured in the last few days, we have by far the largest local printers' organization in the world, 403 members."

An interesting feature of President Hastie's report was the following:

"Time was when this association found it a comparatively easy matter to arrange at the hotels accommodations for our meetings, but not now. During the past two years we have used first the Automobile Club, which finally was compelled to deny us their service, and since then the City Club, where we are at present assembled. Scarcely a day in the week fails to find some one of our meetings here, committee, division or general, and while we have no reason to complain of our treatment, it is only natural to assume that when our activities interfere with the club members' service we will be required to move on. And where?

"Surely the time has come when we should arrange for quarters of our own sufficient to take care of all our necessities, including a well equipped dining and general assembly room; where our members could lunch daily in comfort and at reasonable prices; where the offices would be permanently located, and where all meetings of whatever nature could be held without interference and without conflict with other interests.

"I am aware of the fact that the revenue from dues will not take care of any such project. Our industry, the second in Chicago in 1914 and fourth in 1918, which sold over five million dollars worth of Liberty Bonds for the government and contributed almost $100,000 in cash to the War Welfare work, is certainly in a position to finance by special subscription a housing plan for itself that would in the end prove a valuable asset for the future.

"I therefore recommend the appointment of a committee, whose purpose it will be to secure subscriptions from our members for a fund of not less than $25,000, payable when this amount has been guaranteed.

"That my company thinks well of the proposition is evidenced by the fact that I am authorized to tender a subscription of $500 for this purpose, in order to definitely start the ball rolling. Let us cease to exist as Maveriks as soon as possible."

Officers for the year 1919-1920 were elected as follows: Jos. A. Singler, president; E. F. Hamm, vice-president; Jas. H. Walden, treasurer; C. L. Woodfield, secretary. L. E. Reding also became a member of the executive council to succeed P. J. Mortell.

THIRTY-FIRST ANNUAL CONVENTION OF CALIFORNIA PRESS ASSOCIATION

The thirty-first annual excursion of the California Press Association was one continuous round of pleasure, a week of care-free relaxation, and in all one of the most successful and happy excursions ever held by the association.

Beginning with the banquet at the Hotel Fresno Friday evening to the return to Fresno from Huntington Lake a week later, every day and every hour held that intense interest which rounds out a well planned and well executed recreation trip. Friend W. Richardson, president of the association, had charge of the party and spared no pains to add to the comfort of the members of the excursion.

Fresno, the center of the world's raisin industry, seldom if ever overlooks an opportunity to demonstrate its public-spiritedness. Friday night's banquet was another demonstration of Fresno's hospitality the Chamber of Commerce being the host to the early arriving newspaper men and their wives. Words of welcome were spoken by William Glass, president of the Chamber of Commerce and business manager of the Fresno Republican; Chas. S. Osborn, Jr., editor of the Fresno Herald; H. S. Patterson, secretary of the Chamber of Commerce, and C. N. Alexander, publicity director.

President Richardson responded by thanking the Chamber for its hospitality.

Early the next morning the trip into the high Sierras was begun. The excursionists experienced one of the most thrilling trips of their lives.

Cascada and Big Creek power plant No. 1 had been reached. After making an inspection of the power house, where the details of the plant were explained by Robert Lawton, superintendent of the plant, the excursionists boarded automobiles for the last lap of the journey to Huntington Lake Lodge, reached over a mountain road rising 2,000 feet in four miles, and affording still greater thrills.

The Lodge, together with a number of well furnished commodious cottages, will accommodate 150 guests. The week at the Lodge was one of constant delight. The spacious lobby was utilized nightly for impromptu programs in which the excursionists were assisted by William Duncan and members of his Vitagraph Company.

Features of the week's entertainment included motorboating on Huntington Lake, hikes through the hills, a horseback excursion to Nellie Lake, seven miles north of the Lodge, trout fishing in Huntington and Nellie Lakes and the many mountain streams, and a picnic dinner at the extreme north end of the lake, which was one of the most enjoyable incidents of the entire trip. The dinner was served by the Lodge chef and assistants under personal direction of Mr. and Mrs. Babb, and the service was so excellent as to draw from all who participated many expressions of wonder and appreciation. However, the dinner was typical of the pains taken to make the week the acme of pleasure. Several of the fishing parties made big catches of trout during the week, adding another much appreciated feature.

The annual meeting was held on Tuesday afternoon and was attended by all of the members of the excursion. President Richardson made a report for the legislative committee and explained the many difficulties which had been faced and the favorable results obtained. He particularly commended the work of Crombie Allen, who was the leader of newspaper legislation in the assembly. He urged members to see that enemies of the press did not obtain seats in the legislature.

G. R. Daniels was made an honorary life member of the association, and expressed his appreciation of the kindness of the members. George H. Moore of the Sentinel Lodi gave an interesting talk on "Editorial Policies"; Irving Martin, Record, Stockton, gave the members some good pointers on the "Management of a Successful Daily"; J. C. Crome, Mission News, San Juan, explained how it was possible to make a success of a weekly in a small town. Ben M. Maddox, Times, Visalia, spoke of the importance of the public utilities act. B. W. McKeen, Recorder, Kingsburg, presented an interesting paper on legislation, in which he commended the arduous work done by the president during the last session. This paper will be published in the Pacific Printer. A. W. Mason, Echo, Bakersfield, spoke strongly against the use of premiums for circulation and urged members to work against these schemes. Justus F. Craemer, News, Orange, outlined a plan for securing advertising in connection with the proposed state bond issue. His plan was adopted and a wire sent to automobile clubs, who promptly expressed their approval.

The time for the annual election having arrived, President Richardson announced that he would prefer to have someone else take the presidency, but the members were unanimous in this insistence that he should remain on duty, and he was elected by a unanimous and enthusiastic vote for the eighteenth time. He expressed his deep appreciation. Secretary Oran A. King was commended for his efficient services and re-elected, as were also Otis B. Tout, vice-president, and Duncan McPherson, treasurer.

G. B. Daniels, F. B. Mackinder, D. J. Reese, Will F. Blake, C. O. Dunbar, George A. Barry, M. F. Cochrane, W. A. Shepard and George H. Moore were re-elected members of the executive committee, and A. W. Mason was elected to fill the vacancy.

New Members Elected

The following new members were elected: E. H. Adams, Chronicle, Livingston; Ronald M. Adams, Record, Lompoc; Charles W. Cram, Garvanza Eagle, Los Angeles; Earl R. Clemens, News, Terra Bella; Morrill D. Davis, Press, El Centro; A. D. Driver, Journal, Hanford; Thomas Ingram, Union, Grass Valley; B. N. Marriott, Advocate, Alhambra; John G. Miller, News, Red Bluff; F. F. Merriam, Press, Long Beach; Lloyd E. Smith, News, Anderson; A. A. Wendering, Gazette, Berkeley, and Wade H. Wilson, Journal, Weaverville.

Will F. Blake, R. J. Swift and J. C. Crome were appointed a committee to draft resolutions in favor of zone rates, and the secretary was instructed to send copies of the resolution to members of Congress from the state of California.

Treasurer Duncan McPherson reported that there was $242.00 on hand in the treasury.

A committee on resolutions was appointed and consisted of the following members: Justus F. Craemer, News, Orange; B. W. McKeen, Recorder, Kingsburg; H. G. Stuart, Messenger, Porterville; C. F. Waite, Pilot, San Pedro; Robert W. Walker, Times, Vallejo; B. N. Marriott, Advocate, Alhambra, and Earl R. Clemens, News, Terra Bella.

The week ended with much regret on the part of the excursionists, who returned to their homes with renewed vigor, with many pleasant memories, and with the hope that they may all find their way back to Huntington Lake Lodge.

Members of the Excursion

The excursion was representative of newspapers from all over the state and comprised Friend W. Richardson, Gazette, Berkeley, president; Mrs. Richardson; Otis B. Tont, Progress, El Centro, vice-president; Mrs. Tout; Duncan McPherson, Sentinel, Santa Cruz, treasurer; Mrs. McPherson; Oran A. King, Ledger, Jackson, secretary; C. N. Alexander, Republican, Fresno; Mr. and Mrs. H. E. Armstrong, Tribune, Clovis; Mr. and Mrs. W. F. Blake, Advocate, Gilroy; Mr. and Mrs. S. S. Case, Independent, Clovis; Columbine Case, Independent, Clovis; V. R. Churchill, News, Kerman; Mr. and Mrs. Earle R. Clemens, News, Terra Bella; Mr. and Mrs. M. F. Cochrane, Independent, San Rafael; Miss Gwendolen Cochrane, Independent, San Rafael; Mr. and Mrs. Justus Craemer, News, Orange; J. C. Crome, Mission News, San Juan; Mr. and Mrs. G. B. Daniels, Oakland; H. D. DeGaa, Transcript, Willows; Mr. and Mrs. Charles E. Dunscomb, Gazette, Berkeley; William Glass, Republican, Fresno; H. M. Lutgens, Times, Sebastopol; Mr. and Mrs. W. T. Lyon, Richmond Banner, San Francisco; Mr. and Mrs. Ben M. Maddox, Times, Visalia; Ben M. Maddox, Jr., Times, Visalia; B. N. Marriott,

Advocate, Alhambra; Mr. and Mrs. Irving Martin, Record, Stockton; B. W. McKeen, Record, Kingsburg; Chase S. Osborne, Jr., Herald, Fresno; Mr. and Mrs. A. W. Mason, Echo, Bakersfield; A. W. Mason, Jr., Echo, Bakersfield; Mr. and Mrs. Louis Meyer, Leader, Oakdale; Mr. and Mrs. George S. Moore, Sentinel, Lodi; Miss Ruth Richardson, Gazette, Berkeley; Paul Richardson, Gazette, Berkeley; Mrs. W. A. Sherrard, Herald, Auburn; Mrs. Maria J. Smith, Echo, Bakersfield; Mr. and Mrs. H. G. Stuart, Messenger, Porterville; R. J. Swift, News, Kerman; Mr. and Mrs. C. F. Waite, Pilot, San Pedro; Wade H. Wilson, Journal, Weaverville; Mr. and Mrs. R. W. Walker, Times, Vallejo; Mr. and Mrs. G. G. Weigle, correspondent; L. B. Woodruff, Register, Newman.

THIRTY-FIRST ANNUAL MEETING SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION

By Timothy Brownhill

Editor Puente Journal, Puente, Cal.

The thirty-first annual outing of the Southern California Editorial Association held at Redondo Beach, June 21-28, was doubtless one of the most interesting sessions that have been held for many years. Not a dull moment occurred from Saturday morning, June 21, to Sunday morning, June 29th.

While the scribes were the honored guests of Redondo Beach, Hermosa Beach, Fort McArthur, the Submarine Base at San Pedro, the Lewellen Iron Works at Torrance, the Ship Building Yards at San Pedro (San Francisco Harbor) and other noted institutions that were visited, all contributed more or less to the entertainment and happiness of the editors of sunny Southern California while in session at the noted seaside resort at Redondo Beach. Clam bakes, weinie roasts, pier and deep sea fishing, swimming in the great salt water plunge, ocean bathing, dancing, theatre parties, orchestra and band music, etc., all made the outing a most memorable one.

While the entire week's outing was spent in recreation and sightseeing, Saturday was devoted exclusively to business. During the forenoon addresses by James R. Richardson, president of the Board of Trustees of Redondo Beach; George F. Orgibet, president of the Redondo Chamber of Commerce; F. H. Johnson of Hermosa Beach; Colonel Clarke, commanding officer of Fort McArthur; J. F. Whiting, formerly efficiency expert of the Western Newspaper Union; Friend W. Richardson, president of the California State Press Association; Past President H. G. Palmer of Hollywood; Col. Al Fairbrother of Greensboro, N. C., and other noted speakers made helpful and exceedingly interesting addresses.

Saturday afternoon was devoted in large part to the annual election of officers and other affairs of a business character. The officers elected for the year 1919-20 are John E. King, Hemet News, president; J. L. Matthews, Covina Argus, first vice-president; F. M. Keffer, Van Nuys News, second vice-president; B. M. Marriott, Alhambra Advocate, third vice-president; C. H. Turner, Redondo Reflex, secretary-treasurer. Executive committee: E. O. Wickizer, South Pasadena Record; Frank Hosfeldt, Rialto Record; J. J. Conrad, Huntington Beach News; Paul W. Moore, Redland Facts; Justus F. Craemer, Orange News; Clarke F. Waite, San Pedro Pilot; Timothy Brownhill, La Puente Journal.

Retiring President Crombie Allen, in retiring from the chair, made a most impressive talk and was given a rising vote of thanks for his untiring efforts of the past two years in behalf of the organization. The members also voted unanimously to set aside sufficient funds to purchase a suitable present for the retiring president, the present to be purchased and presented to Mr. Allen by the executive committee.

Mr. John E. King, the newly elected president, was graciously presented to the Association by the retiring president and expressed his deep feeling in being chosen president of the Association in a most interesting but brief address. Mr. King said, in part, that he had been reared in a print shop, had worked his way through college as a printer, and had filled every position from devil to editor and generalissimo. Mr. King, we may add, is recognized as one of the Golden Gate's most able writers and is credited with publishing one of—if not the best all-round weekly newspapers in Southern California.

Several interesting matters came before the Association Saturday; one of them was the fact that the country newspapers of the country have presented Uncle Sam with over one million dollars in free space during the past year.

Another interesting feature, to the editors of Southern California at least, was a discussion of the modern publicity man, and the unique methods used by him in filching free space from the unsuspecting country editor. It was decided not to boost any organization spending all kinds of money for high salaried publicity men and not a cent with the newspapers.

Resolutions of condolence and respect were passed relative to the death of Mrs. Allen, late wife of President Crombie Allen, and for the late Judge W. A. Rennie, first vice-president of the association.

After a thorough discussion of the zone system, the secretary was instructed to write senators and congressmen informing them that the association favored the retention of the zone system of postage as it now stands. Thus reiterating the stand taken by the association at a former meeting.

An invitation to be present at the opening of the San Diego and Arizona Railroad, which it is thought will be completed and opened to the public some time near the first of the coming year, as guests of the railroad and the Imperial Valley, was accepted and the secretary instructed to so inform the proper authorities.

An invitation to attend the Riverside County Fair at Riverside in the early fall was also accepted.

Now that the war is over, arrangements were also made to hold regular quarterly business meetings as before the war. The first of these will be held in Los Angeles in September.

The Ladies' Auxiliary of the Southern California Editorial Association also held their business meeting at Redondo Beach Saturday, resulting in the election of Mrs. F. G. Palmer of Hollywood, president; Miss Wanda Davis of Redondo Beach, vice-president; and Mrs. Ralph Homan of Chino, secretary-treasurer. Mrs. C. H. Turner and Mrs. J. E. Craemer, retiring president and secretary-treasurer, are held in high esteem for their work of the past year.

The auxiliary voted to meet again with the association proper in its quarterly meetings and to ask for a column in the Editor to be used as a clearing house for the use of the membership.

BADGER EDITORS EMPLOY STUDENTS THIS SUMMER

Several Wisconsin daily and weekly newspapers have on their staffs this summer students in the four-year course in journalism of the University of Wisconsin who are out securing experience during the vacation.

On the Milwaukee Journal staff are Miss Florence M. Seder, Madison, and L. T. Merrill, Beloit; on the Eau Claire Telegram is Adolph Regli, Eau Claire; on the Lake Geneva News is Bertram G. Zilmer, Monroe; on the Capital Times is Bernard E. Meyers, Kenosha; on the Berlin Evening Journal, Miss Marguerite Schultz, Madison.

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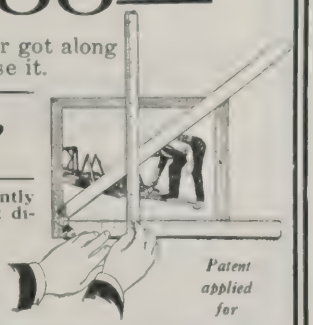

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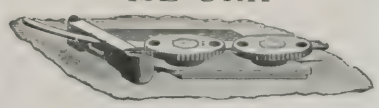

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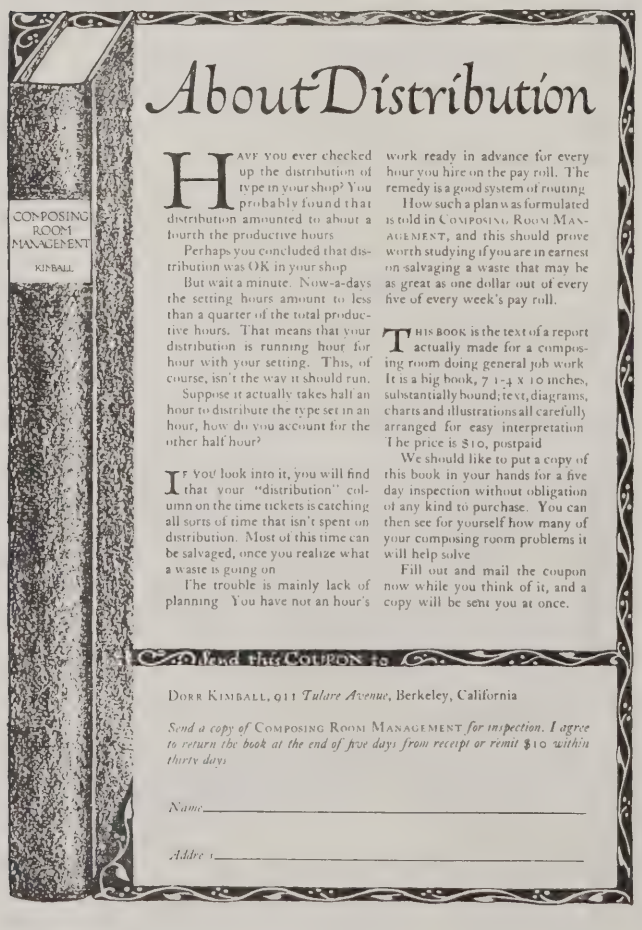
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About Distribution
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Perhaps you concluded that distribution was OK in your shop
But wait a minute. Now-a-days the setting hours amount to less than a quarter of the total productive hours. That means that your distribution is running hour for hour with your setting. This, of course, isn't the way it should run.
Suppose it actually takes half an hour to distribute the type set in an hour, how do you account for the other half hour?
IF you look into it, you will find that your "distribution" column on the time tickets is catching all sorts of time that isn't spent on distribution. Most of this time can be salvaged, once you realize what a waste is going on
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VOLUME THIRTY-SEVEN CHICAGO, ILLINOIS, SEPTEMBER, 1919 NUMBER NINE

AMERICAN PRINTER-PUBLISHERS GUESTS OF CANADA

NATIONAL EDITORIAL ASSOCIATION DELEGATES TO THIRTY-FOURTH ANNUAL CONVENTION EXPERIENCE BREADTH AND DEPTH OF NORTHERN HOSPITALITY

THE American printer-publishers who journeyed to Winnipeg July 28th as delegates to the Thirty-fourth Annual Convention of the National Editorial Association, experienced the breadth and depth of Northern hospitality. The welcome everywhere in Canada was generous and spontaneous. Superlatives are weak and powerless to adequately convey an idea of the warmth and sincerity which characterized the receptions given by the people of Canada, their railways and Government officials.

The excursion to the Pacific Northwest was not only a Victory Tour for the visiting American editors, but it was a cementing of the relationships between the two governments which will doubtless have an effect upon the future, that only the wisest seer or prophet can foretell.

The welcome at Winnipeg proved to be a harbinger of what might have been expected if the visiting editors and publishers could have had a look forward into the future awaiting them.

Canada's leading journalist, Mr. J. W. Dafoe, editor of the Winnipeg Free Press, said upon the day of the guests' arrival:

"Members of the National Editorial Association will be warmly welcomed by Winnipeg; and the friendliness of this reception will be an earnest of the spirit with which they will be everywhere greeted as they pass, through the four great new western provinces of Canada, which constitute, taken together, a veritable empire in territory and in potential wealth."

From the time of their arrival in Winnipeg at 8:30 Monday, July 28th, until midnight, the visitors showed keen appreciation of all the items provided for their entertainment.

While some of the editors interested in financial matters were taken to Stonewall, and were the guests of the Rural Credits Association at Teulon for luncheon, others availed themselves of the opportunity of taking a sight-seeing tour around the city, during which the grain exchange, Kildonan Park, and other places of interest were visited.

At 1 P. M. the party motored out to the agricultural college, where they were guests of Hon. Valentine Winkler, Minister of Agriculture and Immigration of the Provincial Government, at luncheon. Here the editors had explained to them the work which is being done by the institution, and Manitoba's welcome was extended by Premier Norris. A response was made by Mr. Herbert, editor National Printer-Journalist.

In the afternoon autos were again provided for the visitors, who continued their sight-seeing tour, among the places of interest visited being Lower Fort Garry, the power plants, golf courses, and a number of the larger business organizations in the city.

National Editorial Association at City Park, Winnipeg, Manitoba, July 29, 1919

At 6 P. M. they were guests of H. M. Tucker at luncheon in the Canadian Room in the T. Eaton store.

Mr. Tucker who presided, in a few cordial and well-chosen remarks, extended a hearty welcome to to the visitors.

To J. Bruce Walker was entrusted the toast to the visiting newspapermen, his remarks being greatly appreciated by the guests of honor.

The toast was replied to by U. S. Consul-General Frederick M. Ryder, while Will Wilke, chairman of the Transportation Committee N. E. A., extended the thanks of the visitors for the very hearty welcome which had come as a veritable revelation.

A feature of the event was the singing of appropriate popular songs in which the guests joined in heartily.

The visitors were also taken around the big store and expressed great admiration for the up-to-date methods employed in the various departments.

During the evening the visitors enjoyed an informal dance at the Royal Alexandra, where the editors were registered during their sojourn.

At 10 A. M., Tuesday, autos again were placed at the disposal of the guests and the morning was spent in sight-seeing.

In the early afternoon the editors assembled at the Royal Alexandra and journeyed to Assiniboine Park, where they were the guests of the city at luncheon, after which a most interesting program was enjoyed. The ladies were guests of the Women's Canadian Club at tea in the rotunda of the Royal Alexandra at 4 P. M., Mrs. H. C. Hotaling being the principal speaker.

In the evening an informal dinner tendered by the Board of Trade was held at the Fort Garry Hotel, where Mr. Dafoe, editor of the Winnipeg Free Press, delivered a memorable address.

Among other declarations of the speaker were these:

"There are those who, noting their likeness to one another not only in fundamentals but in external conventions, suggest that the time may come when the two English speaking nations on this continent will be made one by an honorable marriage. That will never be. It is not necessary; it is not desirable; and it is not practicable. It is the unchangeable purpose of the Canadian people to build up on the northern half of this continent one of the great commonwealths of all time. As you go through our country, and take note of our wide plains, our great rivers, our mighty forests and our towering mountains, you will see that we have the physical setting for such an empire, as that of our vision; and we believe, more deeply then ever, by virtue of all that the last five years has shown, that as a people we shall be equal to our destiny. The valor and the sacrifices of our half-million sons on the battlefields of Europe have placed the name of Canada high in the firmament of glory, and there it shall shine with growing splendor during the centuries.

But in this future for us there is no menace to you. We shall be friendly, generous rivals in a noble competition of service. We shall learn from one another's perfections, we shall be guided by one another's mistakes. We shall guard our common and sacred inheritance of democratic civilization from enemies without and from foes within to the end that there will be in perpetuity on this happy fruitful continent sister nations, alike and yet unlike, dedicated to the service of humanity, beacon lights that will show the upward path to less fortunate lands; exemplars, each in its own way, of the American spirit.

The visitors' special train left Winnipeg upon the long journey early Wednesday morning.

Harvey Ingham, editor of the Register and the

Mrs. H. C. Hotaling
of Mapleton, Minn., who responded to the welcome of the Women's Canadian Club, Royal Alexandra, Winnipeg, July 28, 1919

Tribune, Des Moines, Iowa, expressed the convictions of the editors when he said:

"Winnipeg is known in the United States as the Chicago of Canada. To those who know Chicago that carries its own commentary. It means that Winnipeg enjoys an unusual geographical advantage as the gateway of eastern and western transportation. But it means more than that. For the characteristic thing about Chicago has been the spirit of the city, represented in 'I will.' Nobody can adequately forecast the future of these great gateway cites in the future now offering on this western continent. Winnipeg will grow faster in the coming twenty-five years than anybody has dared dream. Canada in the next twenty-five years will rank with the great commercial empires of the world.

The first stop Wednesday morning was at Portage

la Prairie, where breakfast was served at the town hall by the enterprising citizens.

Portage la Prairie was the first important farm settlement west of Winnipeg on the great plains of Western Canda, the first settlers being descendants of men engaged in the fur trade, while settlers from the "outside" began to arrive about the time the country came under the jurisdiction of the Canadian government in 1870. The early explorers and fur traders portaged their boats from Assiniboine to Lake Manitoba twelve miles to the north, and the city takes its name from this fact—The Prairie Portage.

Following drives about the country, the excursionists boarded their train for Dauphin, where an excellent supper had been prepared for them. A varied program of entertainment followed. The town of Dauphin is, and always will be, a splendid market for farm produce, as it is a divisional point on the Canadian National Railways, and the shops and roundhouse for two divisions are located there. The district is also within easy shipping distance of Winnipeg. The district is well watered by numerous streams, which provide natural drainage, while the slightly rolling surface and numerous bluffs and groves of timber give it a parklike appearance very pleasing to the eye. The soil is mostly a rich black vegetable mould on a sub-soil of clay.

Saskatoon was the next city visited and the marvelous development of Western Canada was here first fully appreciated by the traveling publishers.

The visitors were met by Acting Mayor W. H. Clare, Commissioner of the Board of Trade, Gerald Graham, and a large delegation of citizens, and were soon being whirled away in motor cars for an inspection of the city, eventually to visit the University, where the freedom of the city was presented to them by the mayor and council.

Among those who went out to the University was Guy U. Hardy, of Canon City, Colo., president of the National Editorial Association, who commented upon the apparently permanent development of the institution, which he found more pronounced for its years than that of any institution of the kind he had ever visited. President Hardy touched with a graceful expression of sympathy on the long list of names of members of the University body who fell in the war overseas which is carved on the frieze of the main building.

A representative of the Saskatoon Daily Star learned something of the attitude of the visitors and presented the result as follows:

"Two years ago Mr. Wilke and Mr. H. C. Hotaling, who now is Past-president of the National Editorial Association, were in Saskatoon, apologizing for the inability of the Association to carry out its promise to visit the city in 1917. The entrance of the United States into the great war in the spring of that year had made it impossible for the editors to make the contemplated trip at that time.

"We were sorry that we could not come to Saskatoon in 1917," continued Mr. Wilke. "We are here now, however, fulfilling our deferred promise, and we want to congratulate you citizens of Saskatoon on the way in which you have come through the trying years of the war and turned up with a smile and lots of 'pep.' One of our party, Mr. F. O. Edgecombe, of Geneva, Neb., who was in the city a good many years ago, when it consisted of only a cluster of huts on the bank of the river, and who has since been stricken by the failure of his eye-sight, asked what was standing on the corner opposite the station into which we came. When he was told that it was an eight-story building occupying half a block, he replied: 'It is permanent. Saskatoon has railized its prospectus of eleven years ago.'

Mr. Will Wilke
the Resourceful and Efficient Chairman Transportation Committee, N. E. A.

"We are indeed happy to see Saskatoon in this prospreous condition," said Mr. Wilke. "There is one thing, however, again which you people must always be on your guard. You must not allow yourselves to be carried away by any propaganda of the moment. There is but one firm foundation for any growing community in times like these, and that is the foundation of safe and sane citizenship. A good many cities are being carried away by specious propaganda in these unsettled days. You should fight shy of anything of this sort, so that you will not experience an unpleasant awakening to realities when it is too late to mend."

The editorial party was served with a luncheon and then whisked away to the city of Prince Albert, a hundred miles northward.

Prince Albert which was named after the consort

of the late Queen Victoria, is situated on the banks of the Saskatchewan River, and is claimed to be the center of the province of Saskatchewan. The city itself is beautifully situated and is probably one of the prettiest cities in Western Canada. The natural beauty of the town has been preserved and enhanced by planting trees and making boulevards wherever possible.

The population is approximately in the neighborhood of ten thousand, but the city is the center for all purposes of a district of some two hundred miles by one hundred miles and containing some of the best mixed farming country in Canada.

A dinner at the fair grounds, followed by visits to various exhibits, and a band concert, concluded a day filled with interest.

Friday morning, August 1st, found the excursionists at North Battleford, where a breakfast and auto drives about the city were enjoyed.

This thriving young city is on the main line of the Canadian National Railway between Winnipeg and Edmonton. It is a considerable railway center, branches extending north to Edam and Turtleford, and northeast in the direction of Prince Albert. It is situated on the banks of the Saskatchewan River, and is connected with old Battleford, around which many stirring scenes have been enacted in the early pioneer days, by a short line.

The facilities for marketing grain at North Battleford are of the best. There are two large elevators and a flour mill in the city, while additional elevators are found on all the tracks radiating from North Battleford.

The town of Wainwright was reached the latter part of the afternoon and the sightseers left their comfortable train for rides in autos over the hills and plains for a view of the herd of buffalo.

Wainwright has been called the buffalo town. Located at its nearest point, about three miles from the station, is the largest fenced park in the world, and contains the biggest herd of buffalo in existence. The herd in 1909 was composel of only 685 animals, and has increased until at the present time there are approximately 3,700 of these monarchs of the plain. The sight of a herd of buffalo, with their shaggy heads and great size, as they leisurely move away from the intruding tourist, is one that is not soon forgotten. A number of kodak views were obtained of groups of buffalo as well as of elk and antelope.

On the return from the drive at dusk the publicity staff of the official car put on a fine outdoor moving picture show at the station platform. The pictures had for their theme Mount Robson and the glory of the great mountain country in which the great province of Alberta leans. R. C. W. Leth, publicity agent of the Grand Trunk, gave a good running scenario talk in the film show.

The progress feature of the evening was the address of J. McCaig, chief publicity commissioner of the province, who welcomed the Editorial Association to Alberta on behalf of the government. He gave an enlightening talk on the resources in climate, agricu'tural, coal, gas and institutional services of the province that offered a fine background for observation by the visitors. "We can give you land in Central Alberta that will produce a hundred bushels of oats per acre for less money than either the interest or the rent charges on Iowa, Illinois, or other Central States land," said Mr. Craig. 'We lead the dominion in live stock, coal, natural gas, advanced institutional life and a climate that offers unlimited possibilities for northern development."

The lead of Mr. McCraig's talk was based on the contrast between Central States lands at an average of from $100 to $400 an acre and improved Alberta lands at from $20 to $50 an acre.

The visitors appreciated the plain businesslike statement of the Alberta agricultural situation.

After a night's ride on the train the city of Edmonton was reached. Upon landing in this progressive northern city, the editors were photographed and editions of the afternoon papers contained excellent reproductions of the visitors' visages.

Among those who were at the station to welcome the visiting editors were Mayor Joseph A. Clarke, officials of the board of trade, including Secretary Fisher, many of the aldermen and Commissioner Ormsby.

Following their drive to various points of interest in the city the delegates gathered at the parliament buildings at 11 o'clock, where they were welcomed by Lieut.-Governor Brett and Acting-Premier Mitchell. Vice-president Albright, of the Editorial Association, thanked the province for its welcome and told of the keen appreciation felt by every member of the party of the cordial way in which they were being received in Canada.

At noon the entire party went to the Macdonald Hotel, where they were the guests of the board of trade at luncheon.

During the afternoon motor drives through the surrounding country afforded the visitors abundant opportunity to familiarize themselves with the many advantages peculiar to the district.

They were dined at the Macdonald Hotel in the evening, the board of trade again acting as hosts.

Mr. Fred E. Sterling, editor of the Rockford, Ill., Register-Gazette reflected the judgment of his confreres in the following statement:

"I am very deeply impressed with what I have already seen of your wonderful city, of which we have heard so much, but the half has never been told. It is beautiful, picturesque and substantial and is like finding an American Beauty Rose in a desert. It strikes me as a city of wonderful promise and possibilities.

"We have had a splendid trip through western Canada

and what we have seen has been an eye-opener to the editors from the states. Both the diminion and railroad officials have shown us every courtesy possible and the service has been fine.

"The officers of the National Editorial Association certainly planned a great itinerary through the northwest and no detail which would add to the pleasure and comfort of the party was overlooked Personally, I am strong for Edmonton."

Edmonton is one of the oldest or one of the newest of Western Canadian cities, according to the way one looks at it. Edmonton was an important fur trading post more than a century ago. Even then it was a strategic center of trade. Edmonton, as a modern commercial center, came into existence with the advent of the Canadian Northern Railway at the close of 1905. At that time there was a population of 10,000, and the present modern city of 60,000, with a great distributing trade carried on by more than a hundred wholesale houses, and extensive industrial activities, has been developed since that time.

Edmonton is the city that is different, as compared with other cities in the prairie provinces—different in appearance, owing to its picturesque situation on the high banks of the Saskatchewan, and its plentiful supply of trees and foliage; noticeably different climate, summer climatic conditions, and different economic outlook. While the surrounding country produces big yields of wheat, and Edmonton has elevators and flour mills, it is not to these that Edmonton looks as the source of its prosperity and continued expansion so much as to its packing plants, creameries, and stock yards. The Edmonton country, owing to its rich soil, and favorable climatic conditions, affording absolute assurance of good grazing and ample winter feed—not some seasons, but any and every season.

Sunday, August 3rd, the editors were guests of the Dominion Government at Jasper National Park, where a buffalo barbecue was the feature of an appetizing luncheon. A brief but inspiring religious service was held in the early afternoon. The scenic delights of the park were greatly enjoyed.

Mount Edith Cavell, named as a memorial to the brave martyred nurse, was admired as it towers to the majestic heighth of over 11,000 feet, with glaciers that appear to come right down to the foothills. Nearer, on the same side, an unnamed mountain stands back some distance, with a large glacier which seems to end in a crater-like cup.

The party lingered long at Jasper, appreciating the beauties of nature as well as the hospitality of the government officials who were most gracious and attentive.

In the early hours of the evening the train reached Lucerne. A twilight service of praise and song in charge of Mr. H. C. Hotaling closed a day of unalloyed pleasure.

Mr. Hotaling was the speaker of the occasion, who took as his text Matthew 5:1-17.

So full of thought and inspiration were the words of Mr. Hotaling that they are reproduced in part, as follows:

"'Tis well after this day spent amid the Temples of God that we pause and lift up our eyes and behold who hath created these things for 'He hath made the earth by His power, He hath established the world by His wisdom, hath stretched out the Heavens by His understanding.'

"It is also fitting that this very spot should have been selected for this service as we have just passed that great mountain dedicated to the memory of one who gave her life in the service of her Master and in behalf of civilization. I refer to Mount Cavell, a monument that will stand as long as the earth exists, a tribute to that noble woman, Edith Cavell, a martyr of the cruel war. A woman whose life of humility and kindness, love and mercy will ever stand out in striking contrast to the brutal and inhuman warfare of the Hun, marked as it was by the murder of women and children, the mutilation of innocent babes and the burning of the homes of the aged and infirm. This Red Cross nurse gave her life that her country might survive.

Mr. H. C. Hotaling
who had charge of the Inspiring Service of the N. E. A. at Lucerne, Sunday evening, August 3, 1919

"And at the close of this beautiful day with gladness and thanksgiving in our hearts, we have parked our cars in the shadow of these mountains for the night that we may sing songs of praise and draw from the streams of knowledge and wisdom some thought which will give us a clearer insight as to our duties and responsibilities toward our God and our fellowman.

"What a source of inspiration to the tired newspaper man that he should have this opportunity to take few days' recreation amid such surroundings as these and commune with nature and with his God, to fill his well of wisdom and knowledge by pausing for a few moments and take an account of stock as it were. He has had a strenuous time incidental to the calls and the many demands of the war and it is indeed well that he has a chance to make a few comparisons, to indulge in a few calm, sober moments dealing with the editorial profession and the ideals promulgated by the Great Master who by "His power made the earth, by His wisdom established the world and by His understanding stretched out the heavens."

"The responsibilities of the publisher are many and weighty, although many publishers fail to take heed of their importance. Thus, 'tis well that we can consider them ere we climb the mountain top and overlook their real significanse and meaning. Christ, himself, journeyed to the mountains on many an occasion, where amid the quiet of the tall peaks He was able to decide many an important problem, to weigh and consider many a crucial move. Moses, the lawgiver, likewise found, solace, help and strength in the solitude of the everlasting hills where the Voice of the Mountain reached his heart. Even to this day travelers to Mount Sinai state there is a sense of surprising sanctity and solemnity in that rocky vastness. Therefore, cannot we wandering representatives of the art preservative, place ourselves in the same attitude of mind as the disciples of old who followed Jesus into the mountains and seated at His feet learned the lessons of service and sacrifice, of meekness and mercy.

"It does not take any great stretch of imagination to figure out that these desciples whom the Master had gathered in the mountains on this historical occasion were as the newspaper men of today, the avenue of communication between the administrative power and the populace. The disciples were the town criers, the public dispensors of publicity and knowledge. They were urged to so conduct themselves as to be living examples of uprightness of character. They were not advised or directed to be arrogant and haughty, insolent and vain. On the contrary the Master taught meekness and mercy, a spirit of helpfulness, humility and kindness, a willingness to do for others, pointing out that faithfulness has its rewards as in the instance of the parable of the talents. You remember how the servant was told that having been faithful over a few things he was to be made ruler over many. Thus it is with the newspaperman. If he takes up his work in sincerity and follows it with a view of doing good, the utmost good possible, he will soon find himself master of the situation, respected in his home community, his circle of influence constantly expanding and his subscription list growing. While on the other hand if he follows, the lines of least resistance and floats with the stream he will be as the salt that has lost its savour, for he, too, will have lost his usefulness in the community and his publication will be trodden under foot as it were. No man will care what he says for all will know that the sails of his ship are trimmed to the wind of popular clamor rather than in the direction of duty and constructive service.

"The real newspaper should be the light of the community life as a mirror reflecting to the world outside what is going on at home. It should do its part to see that that community is kept set upon a hill, high up in the mountain top of lofty ideals and noble endeavor indicative of the beneficient power of that editorial sanctum where the lamp of knowlege has been filled with the oil of human kindness and whose light shines out in good works faithfully performed, for said the Master: "I am not come to destroy but to fulfill." The publisher should bear this injunction in mind. He has not been called into journalistic work to destroy, to tear down but to build up. His ideals should be based on a constructive policy to help, to aid, to assist and this cannot be accomplished by placing the editorial light under a bushel, but rather the editor should endeavor to brighten his mind by mingling with his people, his co-workers and even by communion with nature in the mountain tops, for only by so doing will he be able to make his publication a real North Star—a guiding light to the mariners of life, guiding the ship of state and its passengers along channels which lead men and nations to accept nobler ideals and inculcate higher ambitions. In the words of Edward Guest, one of our co-workers of the pen:

"'We have praise for the roses whether they are blooming white or red,
And we've praises for the blue skys that are bending overhead;
We have praise for mountain peaks, the singing of the birds,
For the living things about us we have many kindly words,
But we pass our friendly neighbors with a slight and careless nod,
And we never think to praise them till they're laid beneath the sod;
Oh, I sometimes get to wondering where this custom queer began
Of giving praise to roses and begrudging praise to man?'

"A number of years ago while accompanying a party of editors on an excursion down the Great Lakes from Duluth to Buffalo a service similar to this of today was held. The clergyman, a venerable Scotchman, Sinclair by name, who had charge of the services, spoke for a few moments on the topic: 'Ships that Pass in the Night.' He likened each individual to a ship and pointed out the beautiful custom of the ships greeting each other as they passed upon the ocean. Said he, 'how much more we would all get out of life if we would but greet with friendly smile and word of appreciation our fellow travelers through life, our neighbors.' Following that inspirational talk a new spirit of helpfulness and friendly interest was apparent and all that day no ship passed the editorial steamship without a cordial greeting—far greater than had been in evidence prior to this helpful address. An interest was aroused in the travelers on the sister vessels. We wondered whither they were going, if there were anyone on board we knew and if they were having as happy, care-free time as ourselves. We hoped and prayed that no accident would mar their pleasure, that they might safely reach their journey's end. And with the coming on of night we sought repose, satisfied and content that we were all better for having been brought to a realization of our interest in those about

us. Thus at the end of this perfect day in conformance with our text, 'Ye shall have a song as in the night, a gladness of heart as when one goeth into the mountain of the Lord!" So, then, my fellow travelers:

"'Don't waste your time in longing
For bright, impossible things;
Don't sit supinely yearning
For the swiftness of angel wings.
Don't spurn to be a rushlight,
Because you are not a star;
But brighten some bit of darkness
By shining just where you are'."

THE POWER AND INFLUENCE OF NEWSPAPERS WITH RELATION TO THEIR EARNING CAPACITY

(A paper by T. F. McPherson, Business Manager of The Wisconsin State Journal, Madison, Wis., read May 20, 1919, at the May meeting of the Inland Daily Press Association of Chicago.)

THERE are many problems arising in the conduct of the newspaper business in these strenuous days upon which it will be extremely helpful to receive the point of view of publishers who have enjoyed a broad experience and elevated themselves to high pinacles of success in our profession. If I might be indulged to the extent of making a further personal reference it would be to express a desire to have you gentlemen unburden yourselves in large measure with reference to the principles touched upon in this paper.

Assuming that every publisher possesses a thorough knowledge of the workings of every department of his business, including an intimate insight into the capacities of men and machinery to produce and that he has been directing his business over a period sufficient to have accomplished in fact an efficient organization, and that details need not claim his time or thought except to make decisions with regard to such matters that department heads think important enough to bring to his notice, he is free to lift his thoughts to those larger problems which in the final analysis determine the success or failure of newspapers. It is these matters affecting the reputation and standing of the newspapers in a commercial sense that I bring for your consideration.

What would you name as the elements which determine whether or not a newspaper is a success?

Is it the mere fact that the investment returns large dividends?

If a newspaper is without competition in its field no great measure of abilty is required to make it financially profitable. The art of accounting tells the story of the costs. To make such a property pay in dollars and cents is simply to add the proper percentage above the costs to determine the selling price of advertising space to yield a net profit of 15 or 20 or 30 per cent to accommodate the publisher's idea as to what constitutes a legitimate profit. Any man who knows the quantity in lines that a versatile reporter can grind out daily, whether a capable editor can reasonably be expected to unfold two or three columns a day, whether a copy reader can safely be depended upon to handle text matter varying from 36 to 50 columns in the finished product and who knows the yield of the linotype, the capacity of the ad compositor for work, the capacity of the make-up to receive the type and deliver the page complete to the moulder and the capacity of the press room crew to cast the plates and the press to grind off the finished product, is capable of making a newspaper pay in a non-competitive field providing he possesses the average degree of common sense.

But suppose a publisher with a venturesome disposition fancies entering a given field where he encounters a run down organization, inferior equipment in his new property and competition with unlimited subsidy that makes no pretense of operating upon a legitimate basis, running wide open papers that would bankrupt even a well established property with fair subscription and advertising rates. Similar situations have been confronted by a number of gentlemen present and fields have been conquered and fortunes made.

There is a firm conviction in my mind that were a system devised by the Inland Daily Press Association that would enable publisher members to adopt a standardized form of monthly analyzation of their business, copies of same to be filed with a designated authority of this association and available for reference, many of us would be amazed to find that we have a long, long way to travel to reduce our properties to a cost producing level with that under which many of our fellow publishers operate.

Passing up the detail let us focus our attention upon the big question, "What is the earning capacity of a newspaper property with relation to its power and influence in its field?"

Do you agree with me that the greatest newspaper in a given field is that newspaper which wields the greatest educational force therein? Do you believe as I do that the American people will no longer support a newspaper that leaves it to them to discover what is false and what is true and that the people want the newspaper that will ferret out the truth for them and give them the truth? Do you agree with me that to publish false statements about trade commodities is to lose the confidence of the people and that to print the truth about trade com-

modities often leads to barren advertising columns and serious financial losses over varying periods of time?

If you do believe these things which my experience has taught me are true, you will also realize the tremendous business responsibility of the newspaper in this extremely commercial era.

SERVICE THE FOUNDATION OF POWER.

My conception of the building of a vast power and far reaching influence for a newspaper is to establish the policy of the newspaper on a profound belief in democracy. The work of the newspaper then is to reach, educate and uplift the average man. To do this the newspaper must reach both the educated and the uneducated. It must cultivate a reading habit all the way from the primer series to the highly important stories and the complex consideration of state affairs and fundamental problems of life.

The trend of the modern American newspaper is distinctly toward service. And no man is fit to go into the newspaper game today unless he is inspired with a patriot's purpose and a soldier's courage and determination, all others are unfit. If we are to have a better America, a cleaner America, a happier and more prosperous America, it is to come through the service of the American newspaper. And shall the American newspaper exert all this energy and mental strain just for the sake of indulging in the satisfaction of rendering a high service to mankind. Shall the American newspaper reduce its own trade commodity to mere cents per line per thousand of circulation. The newspaper's ability to serve is proportionate to its earnings unless it is a subsidized press and no self-respecting publisher could be long content to pilot such a bark through the seas of modern journalism. The newspaper must be made to pay. Otherwise it never can be truly independent nor truly honest to any community as a whole. And that thought leads to the vital problem that confronts every publisher every day of his life: how to make his property produce in net earnings up to its maximum capacity.

And because I want to travel the road to "maximum earnings" via the shortest route I look to men of experience to supply data as to costs and conditions of production under their management that I may without waste of time compare the cost and conditions in the plant under my care, with the result of their effort and thus establish the most favorable economical condition of operation to build upon. And after all is it not an important part of the Inland Daily Press Association to supply that information for those members who need it.

Following are some of the questions I would like to have discussed:

With newsprint paper costing $4.05 per hundred pounds laid down in publisher's plant what minimum rate should be established for mail circulation?

Should the expense of the circulation department including salaries of circulation managers, mail clerks, solicitors, solicitors' expenses, postage, truck service to trains, circularizing and all other promotion expense, plus the newsprint cost, ever be permitted to approximate a sum equal to the receipts from circulation?

What is a fair proportion of cost to the mail subscription rate to allow for securing new subscriptions?

What is the maximum budget fixed by the average newspaper of 15,000 circulation in cities of 40,000 for reportorial and copy reading expense?

What for editorial?

What is a fair cost per column inch for soliciting local display?

What is a fair cost per column inch for total advertising promotion?

What proportion to total expense is fair for administration cost?

What is the minimum ad alley force required to properly handle an average of 600 inches local display daily, ranging from a minimum of 300 inches on Monday to 1,500 inches on Friday and an average of 250 inches of foreign daily?

What is the minimum press room force required to efficiently run a Goss two-deck press—(moulding and flat casting being done in composing room) average paper 12 pages; smallest paper 8 pages; largest 22; with six make over pages daily?

Is it the make over pages that make the newspaper?

If within the 40 mile zone of the city of publication there were six towns ranging from 2,000 to 6,000 population is it good business to make a new page 1 for each of the six towns, throwing out the lesser important news of each town and keeping only the high lights for the next make over, providing working day of the press room crew can be arranged to handle all these editions including the "Sport Extra" without overtime. Such a system gives each of those towns practically a home paper.

Instead of using the ordinary mail correspondent method of gathering news from towns within the 40 mile zone, would it not be good business to have a P. N. T. system using a 30 minute telephone system at intervals during the day, thus giving the people in those towns a real news service?

Does this kind of up" and doing" method of making a newspaper build a powerful and profitable newspaper? Or is the maximum influence and power built by cutting out the frills, running two editions daily instead of a noon, county, latest home, final extra edition and sporting extra?

Does the newspaper's reputation for aggressive-

ness and an up to the minute policy establish for it a prestige in a community that will enable it to charge a plus value for its advertising space over and above the figure charged by a neighboring newspaper that sticks to the old policy of getting the news into the home at a given time each day, making no effort to get on the street, events of importance occurring after 2:30 or 3:00 o'clock in the afternoon?

Developing Advertising Accounts.

In the matter of assisting advertisers to derive the utmost benefit from their advertising appropriations, is it the belief of successful publishers that it pays to make reasonable expenditure to awaken an interest in the creation of their own copy on the part of advertisers who invest large sums annually in white space?

How often in cities under 50,000 do we find advertising appropriations being largely wasted by incompetent copy writers? How many of the most liberal advertising patrons of small town newspapers understand the value of expression through type faces? How many of these large advertisers have we conscientiously approached with the idea of rendering an adequate service? And what can publishers afford to extend in the way of effective cooperation?

As small town newspapers we have a certain selection of type faces on our Model 14's. Three or four department stores in the same city find their advertisements set with the same style of type although each copy writer intended to convey a distinct individuality and impression when he prepared the copy. And very likely one copy writer intended to convey the idea of superior quality counting more upon impressing the plus value of his merchandise upon the mind of his market rather than to make an urgent call for the trade to rush to his store ere it was too late.

I come to this association meeting not to enlighten but to be enlightened from the fulness of the experience of others. If a merchant who takes a legitimate pride in conducting a high class store consistently carries out a high class policy in all the departments of his business except in the advertising, where he overlooks the opportunity to convey the "high class" impression to the trade, is it good business to invest $250 in magazines and matrix stock in order to express through the newspaper ads the individuality of his store. And if a publisher extends such a service that gives a department store an opportunity to convey the proper understanding of advertised merchandise through the medium of proper type faces; to convey the plus value as well as to appeal to the immediate, is it not true that this publisher will ere long be getting the full copy from that department store and other newspapers will be given the proofs with certain portions marked out? Is it a decided advantage to a publisher to have the women folks know that certain department stores are advertising their "short stocks" only in his newspaper? Is it true that the average woman soon subconsciously comes to know "short stocks" by the kind of type used to present them?

And then on our market pages: Does it pay to provide individual figures for various markets (large figures 24 pt.) and run them "pi"? Does experience teach those who have tried this method of developing accounts that it pays?

In a general way, assuming that a publisher's local display volume for a year is $100,000 and he has never tried to develop the field through a scientific service, does experience indicate that a publisher with the specified volume could hope to make a 25 per cent or 35 per cent increase by virtue of such service tactfully applied.

Is the flat rate most productive of business from the little merchant or does the contract system with rate based on number of insertions per week over a period of a year yield a larger net return?

Forcing Just Legislation Through Publicity Prepared by Specialists.

It seems to me that newspapers have not in the past used the power and influence of their vast circulations with any degree of consistency in self-defense when occasion arose. If, for instance, when we were fighting to maintain a fair postal rate, had a campaign of education been carried on through the columns of every newspaper thoroughly informing the public as to the facts in the case, public opinion would have operated to force just legislation.

Publishers constantly confronted by local problems often find it difficult to concentrate upon questions that affect the industry generally. If the Inland Daily Press Association had a secretary whose remuneration was such as to make it profitable for him to devote all his time and energy to Inland interests the time of this officer could be directed when necessary to creating propaganda for release in the papers of all members. Would this method of fighting for our rights enable the association to have such publicity prepared by a man who could by virtue of consultation with legal talent and close personal study of proposed legislation vital to publishers' interests swing public sentiment in our favor.

One publisher expressed the opinion that the idea of newspapers employing a press agent would be considered ridiculous by the public. Personally, I can't agree with that viewpoint. On the contrary I think it would indicate to intelligent space buyers that publishers placed such value and faith in the power of their organs as to warrant the additional expense of employing specialists to prepare the copy when important publicity campaigns are launched.

SCHOOL OF PRINTING ISSUES SPLENDID EXEMPLIFICATION OF PRINTING ART

The U. T. A. School of Printing at Indianapolis, Mr. T. G. McGrew, superintendent, has issued a neat booklet upon the subject of "Instruction in Printing in Public Schools" which is a splendid exemplification of what this school of printing can do typographically as well as a presentation of an argument which doubtless will have widespread influence for good throughout the nation.

The booklet is being widely distributed in the schools and to the trade without charge and copies may be secured upon application at the address given.

According to this booklet there are a number of defects in the present day method of offering instruction in printing, among which are, first, lack of clear definition of aim and of strict adherence to the aim as defined; second, insufficient or ill chosen equipment; third, incompetent instruction; fourth, unbusinesslike methods; fifth, low standards of product, and sixth, a frequently used argument for a printing department is that it is self-supporting.

In dwelling upon the last named defect, the statements are made: "It is doubtful if such a department ever is really self-supporting, but, if the public is not too intelligent in the matter of cost finding, it can be made to appear so by doing a considerable amount of printing of a commercial nature. Sometimes a general commercial market is entered. There is in the files of the committee information about one particularly flagrant case where the head of an educational institution, which boasts a department of printing, advertised to the business men of the community that his school would guarantee to do printing at one-half the price asked by any commercial printer.

"While the objections to such commercialization from the standpoint of business are obvious, the committee contents itself with pointing out that such a policy is educationally fatal; while a school of printing should have a live product, any attempt to run it with a view to self-support or profit destroys its educational value and turns it into a method of exploiting unpaid boy labor for the purpose of unfair competition. Educational values alone should be considered and the head of the department should be the final judge of the work to be done.

"The consequences following the existence of the evils enumerated are 'the growing distrust of all effort to teach printing in schools. Employers are dissatisfied with the graduates of such schools who enter their employ.'

"The International Typographical Union, through committees, has given the matter a good deal of study and appears strongly disposed to adopt an attitude of absolute disapproval of any school teaching of printing which goes beyond work in related subjects and to insist on the absolute banishment of all printing equipment from the schools.

"Clearly, printing instruction vitiated by the defects ennumerated is worse than useless. Boys who are subjected to it are not only not fitted, but distinctly unfitted for the industry. It tends to recruit the ranks, already too full, of the poor workmen, to furnish a supply of cheap labor for cheap shops, to lower the standards of the industry, and to subject good workmen to all the evils of cheap competition. The existing condition should be ended or mended before its evils, not yet very seriously felt, because of the newness of these enterprises, become intolerable."

ROGERS FAVORS STANDARD ACCOUNTS

Jason Rogers, publisher of the New York Globe, is sending to newspaper publishers throughout the United States forms for standardizing newspaper accounting, which were prepared at his suggestion by Klein, Hinds & Finks, certified public accountants, the official auditors of the Globe. In a letter accompanying this data, Mr. Rogers says:

"It is unnecessary for me to add anything to this explanation of the sheets, other than to state that I obtained samples of forms used by other newspapers, which I turned over to the accountants with a request that they work out a single form which would reflect all essential data.

"Out of the resulting comment, we may be able to produce two or three types of forms to fit small newspapers as well as large ones and yet produce figures which will be of comparative value."

In a letter addressed to Mr. Rogers by the Globe accountants, they state:

"You put your finger on the weakest element in existing newspaper keeping practice when you pointed out that it is impossible, at the present time, for one newspaper publisher to make comparison of his departmental expenses with those of another newspaper, because no uniform method of classification is followed.

"For example, one publisher may charge the press room for depreciation of presses, while another may charge depreciation to general expenses or omit it altogether from his calculations. Some publishers prorate over the different departments such items as interest, taxes and insurance, while others charge them to general expense. It must be obvious that under such a wide variety of methods no two editorial, advertising or composition departments can be readily compared. It appears to us that the best interests of news-paper publishers will be served by adopting a uniform accounting system patterned along the lines herein presented.

"The introduction of a uniform accounting system for newspapers does not necessarily entail additional work. It merely requires the general adoption by publishers of newspapers throughout the country, of an agreed upon scheme of revenue and expense classification; that is, in popular terms corresponding pigeon holes for similar revenues and expenses. After the uniform system has been adopted, newspaper publishers must be careful not to transpose items from one department to another. For example, if insurance is segregated under the heading of 'general expense,' it should not be distributed among the different departments of the enterprise. Whether two or more possible ways of handling an expense charge exist, our proposed plan provides the simplest of the methods in order to make the plan as easy to follow as possible.

"One of the fundamental principles of a good accounting system is that each accounting period, such as a calendar month, should be charged for all of the expenses belonging to it and for no more. It is accordingly necessary that the wages applicable to the editions published during the period should be charged to the period. Thus, if the payrolls for a certain month cover five weeks or thirty editions, and only twenty-five editions fell within the calendar month, the proper plan would be to charge on 25-30 of the payroll disbursements to the month. Another item which is frequently handled incorrectly is that of insurance. The premiums usually run for a year or more. These should be prorated over the periods covered by the premiums in order to obtain the correct amount of expense each month.

"GET THIS OUT FOR US" vs. "NO, NOTHING DOING TODAY"

Some say it is just luck whether you get an order or not. This little story shows how some printers have "good luck" more often than others.

By Kirk Taylor, Chicago Manager "Printers' Ink."

ERE'S another man, sellin' printing, Mr. Carlton," piped the office boy. Mr. Carlton is advertising manager of a concern manufacturing a line of automobile accessories. You might call them fairly big advertisers and they include many forms of advertising in their entire campaign. The printing orders they place cause more worry and competition among printers than the pennant causes among ball club managers.

This particular "man sellin' printing" was the fifth one so far in the week and it was only eleven o'clock on Tuesday. Mr. Carlton's "I haven't time to talk to him —tell him there's nothing he can help us on just now," was the natural result of long experience in the art of evading the multitude of miscellaneous printing salesmen constantly haunting him.

It was about three that afternoon that the boy came in with another card and the same report. But this time, when Mr. Carlton glanced at the card he saw a name which for some reason seemed very familiar. He couldn't remember ever having given this company an order or even having had anyone call from there. And yet the name seemed as familiar to him as the name of the collar he wore and the tobacco he smoked. And with that familiarity was an impression that this printer was unusual in some way.

When the salesman was shown into the office he brought out, one by one, proofs of a series of advertisements. Being an advertising man, Mr. Carlton's interest was natural. It was then that he realized where he had received his impression of this particular printing house. It was from these advertisements which he had been seeing while reading a certain pocket-sized weekly journal for advertisers, at home in the evening.

Each advertisement brought out some point in the equipment and service which was placed as his disposal or gave the story of some unusual job the house had turned out and around each advertisement the salesman wove an interesting and compelling sales story, bringing out the details which could not be covered in the advertisement. When he left Mr. Carlton's office half an hour later he took with him a set of proofs of the company's fall advertising campaign so that the service department could submit ideas on a folder that would display these advertisements to dealers, and with complete data on a 48-page booklet upon which he was to estimate. He was a good salesman, representing a good house, and he landed both orders.

This partially fictional little story truly represents the conditions resulting from an over-crowded field. These conditions printers must meet—and it suggests a logical way in which they can be met and are actually being met by a very few live and progressive houses.

But where is the printer today who is meeting this selling problem in a way which favorably compares with the modern sales and advertising methods employed by manufacturers of typewriters, dictating machines, check protectors, filing cabinets and a multitude of other articles not nearly as much in demand as good printing.

The average printer will say "Our field is different. Competition is too great. The only way we can get business is on a price basis." The answer is as logical as it is simple. The fact that competition is so very keen is the very reason why the most modern and best methods of advertising and selling should be used. The fact that the printing business now occupies the position of sixth largest industry in this country with a total yearly volume of $810,000,000 in 1914 proves that there is ample room for the profitable application of such methods.

Price competition is a veritable bugaboo among printers. It never would have entered the field but for the fact that the old-fashioned sales methods employed by most printers left an opening for it.

Do business men always buy the cheapest typewriters, the cheapest office furniture, the cheapest advertising space in publications? Do they always rent the cheapest office and hire the cheapest help? On what basis then do we establish the fact that they always buy the cheapest printing? The only true answer is that in years past the printers themselves chose that basis of selling and now it is the biggest problem to be met by the printing industry.

To say that advertising alone will meet and solve this problem would be just as untrue as to say that personal salesmanship alone has met and solved it. What is needed is the intelligent application of both advertising and personal selling. Printers who do not use advertising—and most of them do not—are divided into two main classes. First, those who do not believe that it pays to advertise, and, second, those who think that every advertisement they put out, beginning with the first, should make it necessary for another letter carrier to be put on their route to bring in the inquiries and orders. A printer in either of these classes could learn a lot by having a fifteen-minute chat with the advertising manager or sales manager of the Globe-Wernicke Company, the Underwood Typewriter Company, the Burroughs Adding Machine Company or any other company employing modern sales methods. These people have established beyond any doubt the fact that it pays to build up a reputation and that the most effective way to build up a repuation is first to have a good product and a genuine service to render to customers, second, to advertise that product and service to the people who make up their market. As to cashing in on that reputation—that is where the salesman comes in. Successful organizations today put their salesmen through a thorough course of instruction in which they make a close study of the company's advertising and are coached in building up their sales talk around that advertising.

The next logical question to arise in the printer's mind is: "How am I to advertise?" Whether the product be shoes, paper, electric motors or printing, the fundamentals of successful advertising are the same. It is simply a matter of preparing the message and delivering that message to the right people through the most effective and least wasteful channel.

First, as to preparing the message. Every printer should have some good reason why people should buy printing from him. If he hasn't any, he had better get busy and find one. It may be that he has unusual equipment, or that he can render unusual service in the way of copy and art work, or that he specializes on long runs, or that he does particularly fine process color work. Samples of work done have proven very effective selling points for many printers. But why do they insist upon a salesman subjecting himself to constant turn-downs and discouragements—sometimes expecting him to neglect live customers and prospects—to show these samples and deliver his selling talk to a dozen prospects a week when they can do it much more effectively and cheaply, by simply reproducing their samples and setting down their sales points in a series of good advertisements which will reach these prospects when they are in a receptive frame of mind?

Second, as to selecting the mediums or methods of getting this message to the prospective customer. This is a matter of deciding which method will reach the largest number of actual prospects with the least waste, and in which these prospects have the greatest interest and confidence. For instance, compare two magazines or papers, the first having half a million readers and the second twenty thousand. But of the half million people reading the first only forty thousand are possible customers, some good and some bad, whereas the second reaches fifteen thousand large buyers of printing and the other five might be in a position to indirectly influence the placing of orders. In the first medium the printer would be paying to reach 460,000 people who were not possible customers—in other words 92 per cent waste circulation—whereas the second has a possible waste circulation of less than five thousand—about 25 per cent—and a large part of that can indirectly influence the placing of business.

On the other hand, suppose two mediums were available, both having the same circulation and reaching the same people. But one has been established through a number of years and occupies a pre-eminent position. Business men pay for it and read it because it contains information of genuine value to them—they slip it in their pocket and take it home to read in the evening away from the rush and care of the office. The other is a comparatively new publication and has built up its circulation by employing various schemes and premium offers—a certain percentage of its circulation might even be free, as is often the case. It is easy to see which of these publications is going to carry the printer's story to his prospects in the most effective way—which is going to lend the greatest prestige and confidence.

It is this very point of circulation that has made the representative business paper such an effective advertising medium for anyone who has something to sell business men. If the printer will reduce his advertising problem to these simple common sense terms he cannot make many serious mistakes in his advertising. And if his message is effectively written and displayed in the right mediums, it will create a reputation for his business which will make it easier for his salesmen to gain a hearing and to sell on a profitable basis, just as surely as it has done these things for manufacturers—many of whom have to sell to the same kind of business men that the printer does.—(The Acorn.)

LINOTYPE COMPANY RAISES ENTERPRISE TO ENTH POWER

The Mergenthaler Linotype Company has raised enterprise and progress to the nth power. This company is the most prolific user of printers' ink allied with the industry from which its patronage comes. There is no other concern in the wide world which is a more consistent and persistent, advocate of printed advertising. Trade journals are employed to carry messages of informing interest to the more intelligently inclined members of the fraternity.

As an exponent of the art preservative the Linotype Company has no superior and so all-encompassing are its purposes that nothing in the nature of promotional plans has escaped their notice. Every advantage to be gained by publicity is quickly grasped and with a result that impregnable heighths have been reached.

This company realized sometime ago that there were great possibilities for it beyond those of sales of machines. To enlarge the scope of the Linotype was one object which was soon translated from a vision into a reality.

Beneath the melting-pot of ideas was the burning flame of service and when the molten purpose was shot from the mold into the waiting assembling "pan" of the industry, proof was soon obtainable that another long-felt need had been filled.

The serious work of typographic improvement was undertaken in 1914. Mr. Edward E. Bartlett, President of the Bartlett-Orr Press, New York City, was engaged as counsel and advisor, to work with the Company's experts, and a department of Linotype Typography was established.

Gradually the chaff of inferior typography was winnowed from the wheat of superior typography. Refitting has been done; re-cutting where it was found to be the thing to do. New faces have been introduced—not for the purpose of swelling an already too extensive assortment, but always to the end of securing perfectly formed, beautifully shaped types, from models of pronounced legibility.

In the Caslon, Benedictine, Cheltenham, Scotch, and Gothic, full corresponding series of initial letters are to be furnished in various point sizes, together with stock borders and head and tail pieces. If, in any instance, the full series of initials is not shown, mortised initials are to be had.

The aforesaid, which conform mostly to recognized period ornament and will bear the critical analysis of the designer, are complete in every respect. They comprise, in fact, the most complete collection of useful type ornaments and individual decoration that has ever been offered to the printing industry as a whole.

Later, these typographical exhibits, inclusive, will form the basis of a complete work entitled, "Manual of Linotype Typography"—a treatise broadly and philosophically planned to furnish a liberal education on the subject of typography for the printers of the United States and the world generally.

Primarily, Linotype Typography is the Company's contribution to the book and job office. The high standard of mechanical perfection attained, and the great economies effected, by the composing machines originated and developed by the Mergenthaler Linotype Company are well known to master printers. The Company wants the master printer to be equally informed on the score of Linotype Typography, to which development it is devoting constructive thought, painstaking attention to details, and a great deal of time and money. Witness, the progressive operator of today. He knows—he thinks of the Linotype in terms of typography.

THE COUNTRY STAFF

By Edgar White, Macon, Mo.

"FOR holding up and increasing the subscription list of a weekly newspaper I don't know of any feature so important as a loyal staff of country correspondents, a staff so developed by the management that it takes a personal interest in the success of the paper," said J. A. Hudson of Columbia, Mo., when talking with some newspaper friends at Macon, Mo., recently. In other years Mr. Hudson was editor and proprietor of The Macon Times, and he took such care of the typographical appearance of that paper that he won a large gold medal from a press building concern for getting out the best printed paper in Missouri. At present Mr. Hudson is manager of the Columbia Telephone System, and he successfuly operates a large stock farm near that town. But he has never lost interest in journalism, and whenever the Missouri Press Association meets at Columbia he and Mrs. Hudson always invite the ex-presidents to their house to a nice dinner. Mr. Hudson was president of the Association for a year when he was in the newspaper business. Continuing his talk about the country correspondents, Mr. Hudson said:

"To make a staff efficient you must write to the members as often as you find time, and promptly honor their requests for stamped envelopes and paper. That makes them feel you appreciate their services.

"The country writer sends in better letters when he feels the editor appreciates what he is doing. He becomes more interested in the paper, and is constantly on the lookout for new subscribers. Naturally he wants many people in his neighborhood as possible to read his work, and of course they can only read it through taking the paper.

"When I published the Macon Times I had a large staff of country writers. I stimulated a spirit of rivalry among them by sometimes referring in the paper to a particularly good letter. I remember I had an exceedingly clever writer who was about 80 years old. He was an Englishman, well-educated, and with a strong sense of humor. Had the necessity arisen this man might have edited the paper as well as anybody. Everybody in the township took the paper because all were eager to read what 'Uncle Charley' had to say about them. His reports of debates, the Friday night literary and of political gatherings were as good as if written by a trained reporter. He knew the secret of newspaper popularity—to get in as many names of well-known people as possible. For as long as human nature is shaped as it is we will all have a weakness to see our names in print—even editors like to get in now and then," added the pleasant faced narrator with a whimsical smile.

"One practice we had to encourage fraternalism among our staff was to hold a 'family reunion' for the purpose of talking shop. You would be astonished at the interest developed. It was like a meeting of a board of directors of some great newspaper. Around the hotel parlors would be all sorts of people—school ma'ams, young and pretty; gray-haired professors, farmer boys and girls, country storekeepers and clerks, depot agents and operators, a preacher or two; often the local belle, who had musical and literary tendencies and some very intelligent Welsh people who worked in the coal mines.

"Naturally such a mixed lot had all sorts of ideas about what were the most interesting things to print, and how a paper—their paper—should be run. I encouraged them to go to the limit with their views, and we always had a splendid good time. For some of them this annual visit to town as a member of the newspaper organization was the big event of the year, and all seemed to enjoy it hugely. After our talk we would sorter divide up in pairs, the men escorting the women, and go down to dinner, which was at a long table specially arranged for the newspaper crowd. On one of these occasions I had a group photograph taken, and printed the engraving from it on the first page. That pleased them.

"The importance of an event of this kind was to establish more fraternal relations between the paper and its staff, and to inspire the newsgatherers to do their best. They would always return home with new ideas, and an increased zest for their work.

"Now, with 30 or 40 people like that writing news letters for your paper, and talking it up all the time, you can imagine what it would do to a subscription list.

"Many country editors think the work of trained men in the office is better than having a lot of laymen all over the country writing for the paper. The work of the home staff is all right. It fits in with the requirements of Ten Mile—that is one of your townships—like the contributions of the Ten Mile correspondent. Why? Because Ten Mile would rather read what Ten Mile, rather than Macon, St. Louis or New York, is doing. Home first! You must learn human nature to succeed with a newspaper. That tells you what the people want, and how to give it to them.

"This is an important matter. For instance, our subscriptions to the Macon Times under the system of developing the country staff was over 3,000 and still growing fast when I sold the paper. Have you a newspaper now in Macon County with that circu-

lation, despite the growth of the county in wealth and population? No? Well, you organize your staff. Get 'em together and talk it over. Get 'em really interested. Tell them what you want and listen to what they say. They may have some ideas that are new to you. They will speak to you from what the merchants call the 'trade territory,' and a newspaper is as much interested in extending its trade territory as the merchant."

Mr. Hudson promised when he returned home to send a copy of the letter of instructions he sent his country staff when he operated the Macon Times. He did so, and here it is:

HINTS TO CORRESPONDENTS

Office of Macon Times.

1. Write on one side of the sheet and in a clean, legible hand, taking particular pains to write proper names plainly, leaving out no words, and numbering the pages.

2. Write the communications in short paragraphs, giving the NEWS in as few words as possible and leaving out all words and sentences unnecessary to a terse expression of facts, and do not put in anything simply to "fill up" or lengthen out the communication. A short letter, full of news, is much better than a long one made up of superfluities.

3. The following are the facts generally desired:

All births, marriages and deaths, when and where they occurred, giving full names of parties.

Removals into or departures from the neighborhood of any of your citizens, and the names of such as contemplate removing to or from your neighborhood.

Sales of land, how many acres, where located, whether improved or unimproved, names of purchaser and seller, and price.

All sales of stock, names of purchaser and seller, and price. It doesn't matter how small the sale, give them.

All fires, extent of loss, how much insurance, size of house, where located, and how the fire originated.

All improvements of any kind.

All persons who are seriously ill, and recoveries from sickness.

All cutting, shooting and other affrays, being careful to get a careful and unprejudiced statement of facts and giving nothing which may do injustice to or prejudice either party in public opinion.

All important meetings of masonic, grange, temperance or other societies, giving, when you deem it important, a report of the proceedings.

All protracted meetings or revivals in any of the churches in your neighborhood, giving denomination, names of ministers, number of additions, amount of interest, etc.

What schools in your neighborhood are doing, number of pupils, name of teacher, and also account of such school exhibitions as are of special interest.

Mention lectures or public speeches made by any person of consequence in your neighborhood, and subject.

Condition of the crops, giving names of farmers who have any large quantity of grain or other product.

Who are feeding hogs, cattle, mules or other stock, and number and quality of such stock.

All transactions, like sales of wheat, corn, oats, tobacco, which are of any size or importance.

What prospective enterprises or projects are on hand in your section.

Names of persons visiting your neighborhood and whom they are visiting.

The healthfulness of your section, and what epidemics, or plagues, or scourges, if any, are prevalent.

All curiosities of extraordinary growth, or old relics that you may hear of. Such things as curiously deformed hogs, horses, sheep, mules, chickens, etc.—monstrosities which you think might excite some interest; also curious growths of corn, tobacco, etc. You may probably hear of such; if so, send them.

All sensational matter, like elopements, big hunts, fishing excursions, and all important social gatherings in your neighborhood.

In giving names of individuals be careful, when it it possible, to give the name in full and to write them plainly, as it is impossible for the printer to guess at a name when it is illegible.

Of course there are many incidents constantly occurring which I cannot possibly classify and suggest, and the gathering of which I leave to your discretion.

What I want is all the news of any interest, and I don't care how long the letters are so long as they give what is going on.

Respectfully,

J. A. HUDSON,

Publisher Macon Times.

I would suggest that you preserve this circular for reference, as I think that by consulting it whenever you sit down to write a communication, you will find it will greatly aid you. Should you misplace it, let me know and I will furnish you another.

"ALMETL" FIRE DOORS AND SHUTTERS DESCRIBED AND PICTURED IN BOOKLET

The "Almetl" Fire Doors and Shutters are interestingly described and pictured in a booklet recently issued by Merchant & Evans Company, Philadelphia, Pa.

The subject of fire hazards in the printing and publishing industry has been one which has had frequent and exhaustive discussion in the columns of the National Printer-Journalist because the publishers realize that most of those engaged in the printing business are extremely dilatory in the adoption of methods for preventing fire. The fire insurance companies have always considered printing and publishing offices greater risks than many other classes of manufacturers, but have been uniformly cognizant of an improvement of conditions. Rates have been lowered, where fire preventive appliances have been installed and when greater care of waste-paper has been exercised.

The installation of fire doors in buildings where wooden doors are used would effect a reduction of the insurance rate, perhaps of a very appreciable amount. The use of all metal—especially "Almetl"—shutters would doubtless have an affect upon the size of the annual, or triennial, premium particularly if the building is located where flames from nearby buildings might work quick destruction.

The Merchant & Evans Company is prepared to furnish data and additional literature upon this most important subject.

SELLING SPACE IN A WEEKLY NEWSPAPER

By Edithe O'Keefe Susong, Greenville, Tenn.

(An address originally delivered at a meeting of the Tri-State Press Association)

TENNESSEE has always reminded me of a slice of cake with the icing represented by that strip of mountains which, for a part of the year, gleam like glaciers. This icing, I regret to say, often savors quite strongly of the moonshine which flows down the mountain sides as freely as the many sparkling streams which come all the way down to Memphis to swell the waters of the broad Mississippi. I hail from that part of Tennessee, although I am not a moonshiner, strange as that may seem.

Now that you know I am a mountaineer, you will, doubtless, be surprised to learn that the paper I publish is in fact as well as name the Democrat. I don't know how you people from Arkansas and Mississippi feel about it, but Middle and West Tennesseeans think that the people of the first two districts are made up of ignorant heathen too unregenerate to vote the democratic ticket under any circumstances, but I would have you know that there are enough democrats in Green County to give my paper a goodly number of right loyal supporters. Then, too, there are a few intelligent republicans there who want to read a good live newspaper, and are, therefore, subscribers. I am trying hard to make them see the error of their ways, although I must confess I have had small success so far.

Greene County being republican, I get absolutely none of the legal printing. All that delicious custard pie at 80 cents per goes to my two republican competitors. Yet in spite of this handicap, the Democrat affords me three square meals a day, because I get the local advertising. The way I get it can be quickly and easily summed up in a few words—I go after it.

When I went into the newspaper business about three years ago, I did not know a stick from a rule, and had never heard of a lead, an em or a case. My business experience was limited to the paying of my household bills, and the whole process of getting out a newspaper was as deep a mystery to my mind as the Egyptian Sphinx.

The paper was not being accorded much advertising patronage, and I concluded that I must introduce different methods into running the business if we were to keep it alive.

In looking over the matter I am inclined to believe that in the old adage, "All things come to him who knows how to wait," advertising was not included among the "all things," and I find that a very different policy brings in a return far more lucrative than the empty honor of having an occasional ad brought in to me.

So weekly I descend from my pedestal of "I want your business, but I'm too proud to ask for it," and as regularly as Monday and Tuesday arrive, go around to call on the merchants.

I first get up an ad somewhat according to the taste of the advertiser whom I am going to visit, signing his firm name and leaving blanks for trade names and prices. The majority of these I write myself, sometimes using suggestions from the more attractive ads in the city papers, and occasionally copying one outright. I very seldom do this, however, as I find that city ads to do not suit the clientele of the country merchant, and in writing an ad we must try to keep in mind the people we want to reach and talk to them.

I block out the ad, sometimes pasting in the proof of an appropriate cut, printing out the display type and filling in the body on the typewriter, trying always to make the copy as effective as possible.

I make it a point never to disturb a merchant when he is busy. If he is engaged, I walk around the store and usually find something new or special that may be incorporated in the ad, thus making it easier to sell. When I see that he has the leisure, I screw up my courage and approach him. Usually I talk about something else before introducing the all-important subject. Selling advertising, like selling anything else, is largely a matter of psychology, and if your customer is ruffled or irritated or feels that your interference has knocked him out of a sale, you could not sell him gold dollars.

As a rule the merchant will appreciate a little friendly interest in his business, and an inquiry along this line will work wonders. When I think he is ready to talk advertising I hand him my copy to look over. Sometimes he wants something else. Then I re-write the ad according to his ideas. But nine times out of ten, the sight of a seasonable ad attractively describing the merchandise he has for sale with his firm name attached will do the work.

When it comes to a question of price I rarely mention inches. I tell him that this ad will cost so much, and that is usually sufficient. The majority of our merchants have not been educated up to buying space by the inch, and only a few of them have contracts for a certain number of inches each week. I have been working on that very problem for the past few months, and think that in the early fall I will add several of our best advertisers to my list of contracts. There is no question that this class of business is most satisfactory both from the standpoint of the publisher and the advertiser.

In the main, Greenville merchants recognize the value of our product and take it for what it is worth to them, but we have a few of the "I'll take it to help you out type," who regard a newspaper as a sort of deserving charity to which they will contribute under duress. I do not appreciate business from these men, but I don't turn it down. I hope by the use of space to bring them to a realization of what publicity can mean in their business.

There are three rules that I observe religiously in my soliciting. First, I have one price to all from which I never vary. Second, I try never to lose my temper over a rebuff and leave the store after a turndown with a cheerful face and a promise to return the next week. Third, I have the copy for each ad I seek before I return to the office, if possible, as it is often hard to secure otherwise, and sometimes occasions the loss of the ad altogether. This is what I learned by my first plunge into the cold sea of the advertising world.

That first attempt of mine was rather an ambitious one for a novice. There was to be a Fourth of July celebration in Greenville, and I hit on the plan of running a double page with headlines across the top, the program for the day down the center, and selling the space on each side. That experience taught me more about soliciting advertising than months of ordinary routine.

I simply went to the merchants and in my best social manner asked each one if he would take a block of space at a certain price. Each one who purchased promised to get up his copy immediately, and I thanked him and went on to the next, laboring under the illusion that I had closed the matter. It took some time to sell out the pages. It was getting on in the week and not a single man had sent in his copy. My ad man was ranting and tearing his hair, so I made the rounds again, respectfully reminding those whom I could find of their promises, but in no instance getting the copy. This had to be repeated again and again before I finally landed it. Do you wonder that now I demand it before I leave?

I have run a number of these special pages, clean-up pages, building pages, circus pages, Chautauqua pages, pages celebrating the opening of our big tobacco market every fall, anything that I can make the excuse. I even attempted a re-written letter contest, selling twenty letters, one to each firm, and offering a prize for the best one re-written in condensed form. This brought a splendid financial return, but was an incalculable amount of work and, like all contests, left a bad taste.

Recently our little city entertained Kerbela Temple, the East Tennessee Shriners. For this occasion I got out a special souvenir edition containing news stories about the town and county and over fifty pictures of local interest, prominent men, homes, places of interest, etc. Copies of this issue sold on the streets at ten cents per copy, and quite incidentally, of course, carried $400 worth of advertising. In selling this advertising, I did not charge my regular rate. I made a complete dummy of the paper, just as it would appear, went to the business men, explained to them what the edition would mean to the town, read them the copy I had prepared for them, and said this space will cost you $10, $20, or $30, according to the size. I only missed one man. I found all the business men glad to co-operate with me in getting it out. They realized what a good ad it was for the town, and each was glad to have his ad in it.

During the period of the war I was very successful in selling ads for the various war drives. For this sort of advertising I went to the manufacturers, whosesale dealers, and small concerns, people who would not advertise otherwise. In one of the drives I sold a page to the doctors, one to the lawyers and another to the patriotic officials in the courthouse.

Some newspaper men are afraid that the merchants will resent being bothered so often. Well, I suppose it does bother them more or less. I must confess that I have seen them dodge out the back door as I came in the front, but that was when I first started out. Now, after long and painful experience, they have learned that if I do not see them then I will certainly see them later, and like a bad dose of medicine, it was better to have it over at once without thinking about it so long. So they have stopped evading the issue.

We average about fifty per cent advertising. More than this is really not fair to the reader, for we must leave some space in which to tell of the wonderful sayings and doings of the Hon. Mr. Brown, to speak of the beauty and charm of Miss Sallie Smith, to tell of the new baby at the Joneses, and to pay flowery tribute to the dear departed. For if we dared to admit these interesting items, we should soon be minus subscribers, and then WHO would read our advertisements?

WILL EXHIBIT PRESS DURING FAIR

During the Texas State Fair at Dallas, in October, the Challenge Machinery Co., of Grand Haven, Mich., in connection with Barnahart Bros. & Spindler's Dallas branch, will have a practical demonstration of the Lee Two-Revolution Press, the Stonemetz Two-Revolution Press and the Diamond Power Paper Cutter, all under power.

All Texas printers and publishers who visit the Fair are invited to call at the office of Barnhart Bros. & Spindler, 1102 Commerce St., Dallas, to see this interesting demonstration.

There will also be shown many other utilities for printers manufactured by the Challenge Machinery Co., who will have a practical man from the factory in attendance to explain everything.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

THE fifth maxim among Prof. Frank Channing Haddock's, "First Set" of fifty-five rules "pertinent to the exercise of Will in the conduct of life" is, in part, this: "Never . . . . entertain irritation."

If this is one of the hitherto hidden secrets of human greatness, then wonder ceases as to why great men are so far in the minority, for there are extremely few of us who do not daily yield, though with some of us it may be for ever so short an interval, to feelings of irritation.

Nevertheless, Prof. Haddock is doubtless right in that, to attain perfect life and manhood, man should banish irritation. Possibly, yea probably, at first one may not be able to prevent such a feeling from occasionally creeping into his heart as the various more or less annoying occurrences of the day transpire; but one need not long entertain it.

To entertain a guest, for instance, is to hospitably keep, harbor and amuse him, and the sense intended in the foregoing quotation, as applied to the entertainment of irritation, is to admit, hold and maintain it in the mind. As readily may be seen, this need not be done. Here is where Will should be brought into play. At the first inner twinge the emotion is recognized, whereupon one instantly remembers the maxim and as promptly can expel the feeling.

This rule, like that other similar, excellent, and much quoted proverb of 'Don't worry," applies, and therefore will most likely appeal to, those who habitually become irritated, or worried, as the case may be.

And I beg to add right here, that, notwithstanding the paradox, as has been borne out by observation, usually it is men who are temperamentally subject to irritation and worry, who do the best work and who really amount to the most in this busy world, whether their calling be that of making newspapers or candlesticks.

This statement of mine, however, does not conflict with the truth and value of the maxim quoted from Prof. Haddock; nor does it change the fact that the man who by the cultivation of his will, has learned to control his moods and his emotions, has a far better chance of succeeding in any walk of life than he had before having acquired that ability, or than one has who never acquires it.

Now, let us note, if possible, why one who is temperamentally prone to irritation, as a newspaper-maker, for example, is more likely to make a success of the calling than one of a more lymphatic nature whom nothing ever worries or irritates:

To begin with, the first type is invariably a person of energy and fastidious taste—everything must be just so, else he is not at ease nor satisfied. For illustration, if the contents of his paper are not up to standard, if the heads are not neat and uniform in style and typography, if the makeup of the pages is wrong, the ads ill set, the impression a bit off and the print in the least defective, or even if the sheet is not folded neatly and squarely and properly wrapped and addressed in mailing, the sensation registered upon his sensitive nerves is one of extreme irritation and exasperation. And, just so sure as that the prod of the spur in the flank of a steed forces him forward, so the irritation experienced by the more sensitive sort of man goads him into removing the cause of his discomfort of spirit.

On the other hand, the publisher whom nothing worries does not notice these little defects which render his more irritable brother so unhappy, or, if he does notice them, they in no way act as an irritant to his nonchalant soul, hence, the chances are, slovenliness continues in his shop and sheet, unabated and uncorrected.

And so, thus we see even irritation, like all physical pains, is really beneficial in purpose, though its entertainment is wrong. Physical pain, for instance, is Nature's friendly cry of warning—and likewise irritation directs our attention to things to be corrected or avoided; and, of course, in either case the adage still holds true that "an ounce of prevention is worth a pound of cure."

* * *

A modern home weekly, and a very good one, is this Tazewell County Reporter of Washington, Ill. From the sub-head I learn that the Reporter was the first paper printed in Tazewell County, and that was in May, 1840. The Reporter's outstanding feature of excellence is its contents, which show a very thorough combing of the local field. Another pleasing feature in evidence in this sheet is the triangular method of mechanical makeup. As a result of this the inner pages are really more pleasing than the

first page, which is prevented from attaining a high degree of beauty through a lack of balance of head masses, the appearance of several displayed advertisements thereon, and an imperfect system or series of headings. The two lines of the primary headings should be supplemented by a three-line pyramid of twelve-point upper and lower case of the same face, and a two-line pyramid placed similarly under the secondary drop-line heading is equally as advisable. The No. 1 heads, that is, the single-liners, are altogether too bold and prominent in the bold condensed caps of the eighteen-point face; a twelve-point is quite large enough for such heads. With the three styles of headings suggested a very attractive, artistic and well-balanced page would be possible. Advertisement composition in this big sheet is only mediocre.

* * *

I presume that only ordinary men on an average are drawn into the newspaper business, so it may have been mere prejudice on my part that caused me to think every time I have viewed a considerable gathering of newspaper men, that they were individuals of a little more than ordinary ability and intelligence. However, that may be, I am still satisfied that some of us newspaper men, at least, are men of extraordinary calibre. Take, for instance, that old-time friend of mine, W. C. Price, editor and publisher of the Princeton, Mo., Post—surely, he is one among us who is quite considerably above the average of us in the matters of gathering up spicy, sprightly bits of news and presenting them in original, fetching style. I have written on former occasions about this remarkable newspaper-maker, and doubtless have shown reduced photographs of the Post's always fascinating first page, but he and his work are good for many notices. Herewith in Exhibit I, I invite attention again to the Princeton Post, of the issue of January 1, 1919. Note how timely the stuff within its columns is, and note how attractively the various stories are featured up. I have no doubt that practically everyone of us home editors had almost, if not entirely, equal opportunity to make just such an excellent first page along about last January 1st, but how many of us saw the opportunity, or having seen it, how many of us were capable of improving it as Brother Price did? It is such examples as this that prove to me that the average home newspaper-maker in gathering his news merely "scratches the surface" as it were. There is news all about us, but the average of us does not see it, or, seeing it, does not know how to present it to best advantage.

* * *

Intelligence and skill are combined in the making of the Carrollton, Mo., Republican-Herald. Although headings are planned and set with perfect uniformity and properly placed in the columns, there is still an

Make a New Year Resolution

THE POST

A GOOD THING TO TIE TO

VOLUME XXIII — PRINCETON, MO., WEDNESDAY, JANUARY 1, 1919 — NUMBER 48

LID OFF THE WAR NEWS--DOUGHBOYS TELL IT ALL

MANY BOYS BACK FROM ARMY CAMPS

GENERAL PERSHING AND OFFICERS SALUTING THE COLORS

BRIDGE THE MEUSE UNDER BOCHE MACHINE GUN FIRE

Caught in Middle of the Span, C. W. Rogers Runs to Shelter Under River Bank while German Bullets Patter About Him.

HUXLEY HAS DONE HIS BIT AND IS BACK IN THE U.S.A.

CROSSED WITH THE PRESIDENT, BACK WITH A LOAD OF WARRIORS

"Had Artillery "Hub to Hub" and Woods Full of Soldiers

FLU HAS DEPARTED AND THE LID'S OFF

BOYS FIGHT AT A CHARIVARI

A Lively Time Routing Fritz From the Argonne Forest

Through Many Fights Uninjured; Bullet Gets Him Last Day of War

John E. Craig Saw Sights of the West

FIGHTING CLOTHES GO TO THE SOLDIER BOYS

Exhibit No. 1

We Clean Clothes Every Day
GLOVES--Tuesdays and Fridays
and
DYE for you on Mondays.
Farnham's Cleaning Shop
Velie "Biltwell" Six
E. M. & W. GARAGE
PETE REID, Salesman
IF YOU HAD USED S. W. Screen Enamel
Welch Drug Co.
THIS BOY KNOWS! DO YOU KNOW?
Test Your Boys and Girls With These Wonderful Commonplace Things
THE BOOK OF KNOWLEDGE
THE CHILDREN'S ENCYCLOPAEDIA--THE GREAT GIFT TO CHILDREN
Answers Every Question a Child Can Ask
PICTURES SPEAK LOUDER THAN WORDS
MAIL COUPON FOR THE FREE BOOK TODAY
PRINCE ALBERT
the national joy smoke
Exhibit No. 2

aspect of stiffness about the first page makeup which might be eliminated by the introduction of tasty boxed squibs of equal depth at the tops of the second and sixth columns, or even one of such boxes at the center column-top might turn the trick; and then the secondary display head masses, which appear in the second, fourth and sixth columns of the specimen before me, would make a more symmetrical appearance if placed some three inches higher in the page. I am pleased to note that, unlike so many weeklies, the good features of the Republican-Record are not confined alone to its initial page, but are distributed to other uages; as a matter of fact, the other nine of this paper's ten pages are even superior in points of excellence to its first page. Observe, for instance, the page reproduced here as Exhibit 2. It is seldom one sees a page so crowded with advertising matter more sanely handled. This is a strictly modern newspaper in every respect, the print is good and the advertisement composition is better than the average, because it is so well whited out.

* * *

As a suggestion for improvement, I would urge the adoption of a series of double-deck heads for the Advocate of Laurel, Neb. And another thing equally urgent for the betterment of this sheet is accurate gradation of all items on the first page particularly. Nothing looks more slovenly than short paid readers sandwiched in among longer news-stories. The proper way of handling such items is the establishment of a department on some one page of the paper where all such matter may be classified, if desired. Such treatment results invariably in better advertising service to the buyers of such notices, since so soon as readers become accustomed to the change, the department is sought out and read with far more avidity than when the paid notices are scattered hither and thither throughout the reading matter. The print on this sheet is fairly good and the advertisement composition deserves praise in that it is creditably displayed and cleverly whited out—two chief essentials in good advertisements.

* * *

The Columbia Daily Tribune, Columbia, Mo., is a specimen of the smaller fry of daily newspapers. And, may I ask, why is it that the newspapers of this class seem to accept it as their fate, inexorable and inevitable, to be inferior in every respect to all other classes of periodicals? Of course, we all know the obstacles which confront the makers of such papers—we are all too familiar with the difficulties which beset those courageous enough to tackle the job—but, as I have often written and as frequently proved in actual practice, since it takes no more time and no more material to do a good job of printing than a poor one, then why aren't the smaller dailies better in point of makeup and typography? This Tribune is extremely unsightly, due to the littered appearance of the front page, which, in turn, is due to a lot of displayed ads thereon and an inconsistency in the length of various head-lines, some of which completely fill the column's width, whereas others of the same style scarcely reach across three-quarters of the measure. Such head-lines (I refer to the principal stair-step lines) ought all to be about of equal length, and a little thought and care on the part of the head-writer will easily accomplish this. This sheet would be remarkably improved if the ideal triangular method of mechanical makcup were adopted for its back and inner pages, too. Advertisement composition is a little better than the average, perhaps, and contents, particularly the editorial columns, are above reproach.

* * *

Here, again, in this Examiner of Independence, Mo., is another specimen of that identical class of publications discussed in the paragraph immediately preceding this one, and, I regret to admit, practically the same remarks provoked by the sight of the first apply quite as appropriately in this case. The principal faults are inconsitent headings and erroneous makeup. In order to competently and intelligently acquit himself of his duties, a head-writer should know exactly how many letters are required of the type in use to make the length of line desired, and, knowing this, he can then hardly be excused for writing a line that fails to fufill the requirement. Just so, too, with regard to sub-pyramids: The head-writer should thoroughly acquaint himself (which is no complex task) with the exact number of average words required to make the pyramid, after which, with the exercise of common judgment, he should experience little difficulty in having each and everyone of such masses approximately of the same size and shape. As intimated, the mechanical makeup of this specimen is erroneous—in fact, it is exactly opposite to that which experts agree is right, that is, the pyramid of displayed matter, while on the proper side of the page, is upside down, a result naturally arising from the fact that the top, instead of the bottom, of the page is utilized, and the largest spaces are given the preference in regard to top of column positions. Just the reverse is proper.

* * *

The Manly (Iowa) Signal has what I presume is properly designated as a distinctive title, but, while I have no objection to distinction, it strikes me that the Signal's title is considerably grotesque, ungainly and occupies too much space. The first-page makeup of this sheet is quite good, in the main, but I note that the column rules vary in length—some of them hanging fully a pica and a half below the type—a point that cannot fail to lend a slovenly appearance. The mechanical makeup of the balance of this specimen is at times correct and again wholly wrong in that an attempt is ever apparent to accord each dis-

played space a position alongside of pure reading matter. The head-letter employed is one that I very much admire and, while the head-styles are equally as good so far as they go, they do not go far enough, by which I mean that the editor, or whoever handles this feature of the Signal's making, should see that the proper number of each kind of head is had to insure an artistic, well-balanced makeup. This copy of the Signal is one I have had in my hands a long time, so what I say now may not be applicable to the Signal of today. The advertisement composition in this issue is somewhat better than the average, both in design, display and distribution of white space.

* * *

What a vast difference there is between different newspapers! Some are so dull and uninviting, whereas others are conversely bright and attractive. A paper of the last mentioned sort is the Gordon (Neb.) Journal, cleanly printed, artistically gotten up, beautiful typographically, and scintillating even in its news and editorial features. These news and editorial features deserve more than a passing compliment: The amount of news gathered, and the manner in which it is written up, show that Editor A. E. Clark and his assistants, if assistants he may have in this part of his labors, know the game. The editorial columns proper, without which, I hold, that no newspaper is complete, are particularly good, disclosing a talent for wit as well as level-headed thinking.

* * *

Despite the fact that there are several things about the Sikeston (Mo.) Standard which "need fixing,"

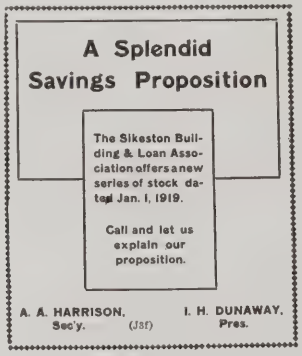

A Splendid
Savings Proposition
The Sikeston Building & Loan Association offers a new series of stock dated Jan. 1, 1919.
Call and let us explain our proposition.
A. A. HARRISON, Sec'y.
I. H. DUNAWAY, Pres.

Exhibit No. 3

I may mention more exactly in the course of this review, nevertheless, I must say, it is a very good good home newspaper. I havent' seen a sheet in a long while so excellently printed, or neater in its typographical features, than this Standard. These facts, the neat, artistic composition and the perfect impression, almost overcome the ordinary debasement resulting from displayed advertisements on the first page. With equal fitness, the same thing can be said of the Standard's other pages, in which the erroneous system of disposing of the ads is mitigated in its ordinarily deleterious effect, by the handsome print and artistic composition. However, that these features of mechanical makeup also were perfect is no less to be desired because some other features are, than if all were bad. Contents, that feature of first importance in any newspaper, make the Standard's paramount point of excellence, and this includes, of course, Editor Chas. L. Blanton's inimitable department of editorials. I wish all of you who appreciate such literature could have the opportunity of perusing these editorial columns of Brother Blanton's! Really, they're great! This isn't one of the best, by any means, but it will suffice as a sample:

"The editor is the ass who rears back on his hocks and brays at the moon for the public without a half-measure of oats. If, perchance, he treads on your toes, he receives a rap in the slats and is told to hike for the tall and uncut."

The ad-man on this paper is an artist, being especially efficient in properly whiting out his work and in the clever employment of panels, although he has the fine judgment to avoid the brass rule as often, if not oftener, than he uses it. Exhibit 3 is one of his his more grotesque specimens, in which the parenthesized "key" at the bottom is a blot on an otherwise spotless piece of work.

* * *

I have just now gotten around to the examination of the "Non-resident Issue" of the Wayne County Press of Fairfield, Ill., issued last February. As usual, it is a wonderfully praiseworthy edition. This was the thirtieth annual stunt of this sort which the Press makers have pulled off, and, I dare say, it is a most popular idea among Press readers. Publication of letters from former Wayne County residents is the simple, yet effective, scheme of this unique annual edition of this live Illinois weekly. "Messages From Wayne's Wanderers" is the clever full-page-wide heading under which the letters begin. For seventeen years now I have had the privilege of inspecting this annual special feature, and this is the first year, I believe, that the edition appeared upon anything other than pink paper, the change to white having been inevitable, as the publishers explain editorially, due to the War Industries Board's rule for economy in the manufacture of colored papers last year—the Press publishers were simply unable to buy the pink print which had become their custom to use in their non-resident issue. In matters of presswork and advertisement composition the Wayne County Press measures up to high standards, and I must add, also, that editorially it is first-class; and, if the ideal method of ad arrangement were in vogue within its pages, I would be inclined to pronounce it a model home weekly.

* * *

A bright, nicely printed six-column home weekly is the Gillespie (Ill.) News, whose editor, S. P.

Preston, is the retiring president of the Illinois State Press Association. The front page of the issue before me is made attractive by the running of a four-column halftone in the upper central four columns, and under this appears an embordered poem. Absence of double-deck heads is noticeable, although this page is very enticing and pleasing just as it is, the cut and other feature mentioned helping to break what would otherwise prove monotonous. A superlative news-service is offered and the presswork is quite as high grade. But probably the very best of all the good features of this specimen is its excellent editorial department. It is set in wide measure—about nineteen or twenty ems—and there are two columns of it. Subject matter is exceptionally well chosen, and, in the main, the thought is clever and the manner of expression straightforward and clear. Ad arrangement is hardly in accord with the dictates of this department, in that it conforms to no regular system, but the advertisements themselves are very nicely composed and beautifully printed.

* * *

A newspaper of twenty-four pages of seven columns each is a trifle too big for an exhaustive review in a single paragraph, so I shall very likely be obliged in this little notice of Number 1, Volume 1 of The Northwest Tribune, Chicago, Ill., dated March 21, 1919, to confiine myself simply to a simple feature of this new champion of the "outlying districts." I shall choose, therefore, what strikes me as this specimen's cardinal virtue, namely, its editorial features: Tomaz F. Deuther is editor, and a very capable and fearless one he is, too. If I quote here that which I want to from his introductory editorial, I shan't have space for much further comment, although, I aver, it might be worth it. I quote thus at length from this editorial, because I feel that, largely, the principles, laid down here are worthy of study by every editor who reads this department of the NATIONAL PRINTER-JOURNALIST, and of adoption by them in their work as publishers:

The Northwest Tribune is under no obligation to any man, woman or child, firm or corporation. It rejoices in its freedom and intends to keep free. It is not the organ of any faction, party or creed. It is a newspaper The Northwest Tribune starts with no friends and no enemies—and hopes to make both.

This will be no fussy, fault-finding newspaper. Nor will it be used to further personal ambitions.

This paper is no bully. It carries no chip on its shoulder. No billy in its pockets. Nor is it a "pussy-foot." It will enjoy a real worth-while fight. And expects to have them a-plenty.

Real public grievances and vital problems will be taken up fearlessly and vigorously. In these perplexing times common honesty requires that a newspaper take a stand in the public interest—and fight.

This paper is progressive in the sense that it has confidence in the honesty and good sense of the American people and believes that they are capable of settling their own problems.

This paper believes that human rights are greater than property rights. Women and children first—dollars afterward.

This paper believes that government is organized to protect men, women and children from the physical, mental and moral influences that spring from the rule of the strong, and the crafty, and the selfish.

This paper will not pose as a "reformer" in the sense of creating sensational events—it believes in "humanity"—and will preach it.

This paper will endeavor to show the impossibility of further development of our city along lines that will end toward concentration and centralization—it believes in expansion of the city's heart—thus securing those advantages which belong to every section of the city by right.

This paper believes that the interference of public utility corporations in politics, and not that politicians interfere in public utilities, in the cause of the wretched service rendered the people—and it will fight for public ownership of all utilities which exploit the people for private profit.

This paper will be an outlying district home paper. It wants its welcome on the front porch in summer, in the parlor in winter.

The owners of this paper are willing to be cursed by some people but they want to be welcome in the homes of decent, self-respecting people. The Northwest Tribune is here to stay and make a place for itself. It will strive to be a useful citizen and a good neighbor.

* * *

I have next to consider a copy of the Cobb County Times, "Georgia's Premier Weekly," emanating from Marietta, Ga. My memory of Georgia weeklies at this particular moment is rather faint, but, I dare

GEORGIA'S PREMIER WEEKLY

COBB COUNTY TIMES 16 Pages

VOL. 1 NO. 18 MARIETTA, GEORGIA, JANUARY 16, 1919 PRICE $1.50 PER YEAR

FIRE DEPARTMENT MADE A SPLENDID RECORD FOR 1918

Chief Hicks and Members Justly Proud of Showing During Past Year

FIRE LOSS WAS ONLY $100.00

Only 21 Alarms Turned In, Eleven Proved to be False

$450 Largest Loss

SMITH AND REYNOLDS COMPOSE STRONG TEAM THAT ENTERS COMMERCIAL FIELD

Two of Best Citizens in County Have Been Appointed District Agents for Equitable Life, Will Also Conduct Mortgage and Loan Business Here.

AMERICA WILL BE "DONE DBY" IN LESS THAN YEAR

Thirty-Six States Have Ratified Prohibition Amendment to Constitution

GREAT VICTORY PROGRESS

Reform Comes on Water Wagon July First Under Wilson Rascals Action.

MERCHANTS AND FARMERS HAD A SPLENDID YEAR

Substantial Increase In Business in Boom Despite War Activities During 1918

HOSPITAL IDEA FINDS SPONSORS ON EVERY SIDE

Many Citizens Attend Council Meeting Last Thursday to Endorse Proposal

ROSSER LITTLE IS NEW CASHIER OF FIRST NATIONAL

Young Man Rewarded For Splendid Service at Short Age of Thirteen.

BUSINESS GAINS DURING YEAR AT FIRST NATIONAL

Prosperity Reflected in Statement of That Institution For Year

KNOCK HOLE IN ROOF TO ESCAPE

PRIVATE WM. FINAGAN CAPTURED BY GERMANS

BOARD OF EDUCATION REPLIES TO CRITICS

J. W. LAMP NOW ON WAREHOUSE BOARD

LT. HOLLAND WRITES THAT DIVISION MAY RETURN HOME SOON

COBB COUNTY BOY DIES OF WOUNDS IN ST. MIHIEL BATTLE

Exhibit No. 4

say, none of the others will feel the least jealous, if I state that, in its many points of excellence, though the title is self-chosen, the Cobb County Times is, indeed, the first—the premier weekly of this grand old southern state. If I should start in right here and, in paragraph after paragraph, set down the various fundamentals and details which must be combined in order to make a model home weekly, with whatever fastidiousness and precision I might acquit myself, when I had done, there would be not a single one of these canons of newspaper-making but which could be found embodied in this exquisite specimen before me here. Reportorial and editorial work have been executed in a most pleasing, intelligent and

COTTON INDUSTRY REPORT BY ROGERS

Money Loaned on Farms

200 POUNDS Henderson Bush Butter Bean Seed for Sale at 15¢ per pound Spanish Peanuts for Sale at 15¢ per pound BELMONT FARM, Smyrna, Ga. PHONE 38J

MARVIN R. McCLATCHEY 211 Candler Building Atlanta, Ga.

5000 yards of High Grade Embroidery WILL BE SACRIFICED AT ONLY 25c per yard

This fine assortment of Embroidery included:

All Over Embroidery up to 24 inches wide at only 35c per yard.

French Voile with Beaded Insertions and edges to match, only 25c per yard.

One special lot of Embroideries, widths up to 45 inches, excellent quality, a positive sacrifice only 25 cents per yard.

This is the first real Embroidery sale held in Marietta in many years and is positively the largest ever attempted by any merchant in the city at any time.

These embroideries were bought direct from one of the largest wholesale houses in New York City especially for the Marietta store. They are not shop worn or seconds. Being of excellent quality, Swiss Embroidery in this sale is without a doubt the greatest bargain ever offered to the people of Marietta and Cobb county.

The Embroidery sale starts Saturday, January 18th and will continue Monday and Tuesday, January 20th and 21st. We advise you to take advantage of the opportunity to purchase embroidery at such low prices.

There is nothing unusual in McClure being able to offer you such bargains. It is just another of McClure's money saving sales that are conducted almost daily at their big store in Marietta.

For Saturday Only—An Unusual Bargain

100 Huck Towels 50¢ Value at 12½ cents

LIMIT FOUR TO A CUSTOMER

COME EARLY FOR THE SUPPLY WILL NOT LAST AT THIS PRICE

Our Great Enamelware and House-Furnishing Sale Continues

WHITE ENAMELWARE		BLUE AND WHITE ENAMELWARE		GRAY ENAMELWARE	
$1.25	TEA KETTLES	90c	COFFEE POTS	80c	BERLIN KETTLES
80c	SAUCE PANS	65c	TEA KETTLES	75c	COFFEE POTS
75c	SAUCE PANS	50c	BERLIN KETTLES	60c	DIPPERS
$1.25	COFFEE POTS	75c	MILK CANS	75c	CUPS
$1.00	PITCHERS	75c	DAIRY PANS	60c	PUDDING PANS
$1.50	Extra Large Size TEA KETTLES	80c	TEA POTS	75c	

WATCH OUR ADS EACH WEEK. THEY MEAN MONEY SAVED TO YOU.

COMING SOON—Our Announcement for our great Alteration Sale

Marietta's Greatest Store McCLURE'S

WOOD'S Seed Catalog

Farm and Garden Seeds

T. W. Wood & Sons, SEEDSMEN, - Richmond, Va.

Where do you keep your Valuable Papers Jewels and ? Heirlooms ?

The safest place is in our Safety Deposit boxes and vaults. They are fire-proof, burglar-proof, time-proof, accident-proof. It takes two keys at the same time to open them, and as one key is in your hands and one in ours, you get absolute protection.

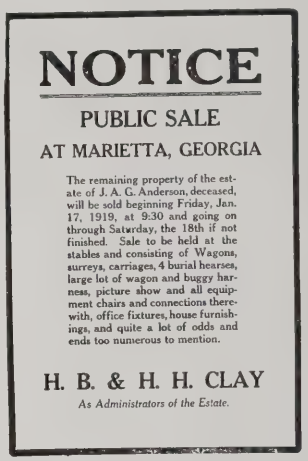
Boxes and Vaults Rent for $2.50 to $8.00 per year

The Marietta Trust & Banking Co. Marietta Georgia

Capital, Surplus and Profits $110 000 00

Exhibit No. 5

thorough manner, and no less superb is every mechanical feature, composition, imposition and impression being up to the top of the very highest standards. The delightful first page of this model weekly is included herewith in Exhibit 4. Note how systematically everything has been done, yet there is an absence of "stiffness"—that easiness and naturalness of effect which ever characterizes the work of the real makeup-artist. Most gratifying it is also to note that other pages of the Times are handled by the makeup man quite as sanely and correctly as the first page, which is not usual. As proof of this statement, behold one of these other pages in Exhibit 6. And now to return again to the editorial features: I am without information as to the population of Marietta, Ga., but I imagine there are cities no greater which boast of their daily papers; and, as a rule, such dailies are but "one-horse affairs," inferior in all the respects that make a worth-while newspaper, and, while there is usually a weekly published in connection with such so-called daily newspapers, "weakly" is a more appropriate appellation, because all the skill and energy of the editorial and mechan-



NOTICE

PUBLIC SALE

AT MARIETTA, GEORGIA

The remaining property of the estate of J. A. G. Anderson, deceased, will be sold beginning Friday, Jan. 17, 1919, at 9:30 and going on through Saturday, the 18th if not finished. Sale to be held at the stables and consisting of Wagons, surreys, carriages, 4 burial hearses, large lot of wagon and buggy harness, picture show and all equipment chairs and connections therewith, office fixtures, house furnishings, and quite a lot of odds and ends too numerous to mention.

H. B. & H. H. CLAY

As Administrators of the Estate.

Exhibit No. 6

ical forces of the shop is expended upon the making of the daily, the "weekly" being left to the mercies of the foreman, or some lesser light of the "back office," who makes it up to the best of his judgment and convenience out of "pick-up" from the daily forms. The unhappy result is that the city has both a daily and a weekly, but neither is seldom above mediocrity. How much better served, it seems to me, are the interests of all concerned—the interests of both publisher and public—when, instead of such publications as those just described, the citizens of the place are given a sixteen-page weekly of such excellence as permeates and comprises this Cobb County Times. The news-service offered by this fine weekly is not often excelled by the smaller daily publications—and this is as true of the quality as it is of the quanity, for the news-stories are written with as much care and skill (possibly a little more so) than that generally found in the better class of dailies. And, of course, the Times has an editorial page—a most excellent editorial page, too—else it would not be entitled to all the felicitation here accorded. The various articles and paragraphs which constitute this page are of the right spirit—full of local pride and punch—and each is couched in clear, sensible idioms. At first sight, one would naturally suppose this is a special edition of the Times, but a careful examination fails to reveal any evidence to substantiate the supposition. I take it, therefore, that this is merely a specimen of the regular issue, and, as such, it is certainly deserving of my keenest admiration. The advertising patronage is pleasingly liberal, and only artists of the finest skill could give the Times advertisers such service in the way of clean, well displayed and well-whitèd out work. By way of conclusion, I

have but one little criticism to file, and, I assure you, it is a very serious one: A paper like this is worth considerably more than the mere $1.50 which I note is the annual rate of subscription of the Cobb County Times; $2.50 wou'd impress me as a price more fair and more commensurate with the extraordinary service rendered.

* * *

To my personal taste a more desirable head-letter cannot be chosen than that twelve-point condensed Gothic in use on this Thompsonville (Conn.) Press; although, I will confess, it might be more admirable, if some care were exercised in writing and setting the head-lines, so that there might be more equality in the length of similar lines and more similarity in shape of pyramids. It is entirely too rigid and black a face, however, for a three-line subordinate deck under a two-line stairstep of caps of itself; two lines are preferable for the lower deck. It doesn't go so bad, though, in the sub-decks under the larger headings—but how in the world can a head-writer be so immune to that sort of irritation mentioned in the introduction to this installment as to bear to see his headings so inconsistent in length of line and size of pyramid? A glance over the heads in this, in many respects, creditable weekly, makes one think that where one heading is about a'l right, it was purely accidental.

* * *

Gratifying to me, and I presume not more so than to the management and stockholders who own and print the DeKalb News of Auburn, Ind., was the announcement at the close of the paper's first year of life, that not only had all expenses been promptly met throughout the initial year of publication, but a ten per cent dividend was paid those who had funds invested—and, what is more surprising, all this was done despite the high cost of operation that obtained everywhere last year, but also in face of the astonishing fact that the News is sold at the ridiculous price of $1.00 per year. A study of the two pages of the Cobb County Times presented elsewhere in this department this month will help both the head-writer and the makeup man on the DeKalb News in improving their work, but Editor John C. Lochner needs no instruction from me as to how his work may be improved, for it is now excellent. The very good print secured on this paper is also praiseworthy.

* * *

My readers this month may grow weary with my frequent allusion to ill-written and ill-set heads, the latter usually being due to the former, but rest assured I should not so often refer to such a defect if it did so often occur in the newspapers which come to me for examination. But, even at the risk of boring those who read this department, I shall keep hammering on this subject until those concerned take a tumble to themselves and begin doing more perfect work in this respect. Now, the headings in this North Shore News, Chicago, are nothing short of abortions—that's just the right word—abortions, for some of them, most of them, in fact, resemble nothing quite so much as some nonentity which an accident has called forth before it was mature. There seems to be no rule, style, nor system about the headings in the North Shore News, and I equally abhor the practice of using no advertising rules between advertisements. The News is also wholly wrong in the haphazard manner of making up its pages, although print, contents and editorial work are features meriting praise.

* * *

This very good full-page advertisement, shown as Exhibit 8, is taken from the "Special North Shore

Exhibit No. 8

Edition" of The Evanston (Ill.) News-Index, a very creditable publication. I am reproducing this fine advertisement not only because of its general excellence, but further because it shows what admirable results are possible in newspaper advertising by use of type faces of the more subduer sort. Please note that while there is plenty of snap and force about this advertisement, there is no strong contrasts of color; on the contrary, all is soothing harmony. The very highest degree of compositorial skill is exemplified in this specimen, and I must also congratulate the News-Index makers upon the all-around excellence of their paper, which in many features proves itself a very fine, well printed, strictly up-to-date publication.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

Established in 1883 as "The Printer and Publisher"

Published Monthly by The Ravenswood Press
4610-18 Ravenswood Avenue, Chicago, Illinois

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN S. HERBERT - - - - Managing Editor
WILLIAM E. HERBERT - - - - - Business Manager
E. GEORGE ERTMAN - - - - - Special Representative

Official Paper of the National Editorial Association
Member National Editorial Association, United Typothetae of America, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO. ILLINOIS, SEPTMEBER, 1919

Upon the occasion of holding the Thirty-fourth Annual Convention of the National Editorial Association, it was clearly demonstrated that the active membership is determined to accomplish results of a tangible, definite nature.

Last year at Little Rock and Hot Springs, Arkansas, an effort was made to reorganize the Association along lines that have brought success to co-operative efforts in other trades and professions, but circumstances and an unfortunate trend of events interferred. However, the movement is now started and, if wisely directed and properly supported, will accomplish the devoutly hoped-for end.

* * *

The present unrest in the commercial and industrial world will continue until men are willing to be ruled by reason and justice instead of passion and greed. A return to the principle of the Golden Rule is necessary.

For months the labor element has been making unreasonable demands and employers have often matched these exhibitions of recklessness with discreditable acts and expressions.

There has been too much profiteering without thought of consequences, and too little patrioteering, with the giving of some regard to other people's rights.

* * *

The new Executive Secretary of the National Editorial Association, Mr. Herbert C. Hotaling of Mapleton, Minn., is a newspaper man and financier, a combination which a few years ago would have been thought novel, if not impossible. The fact is that Mr. Hotaling is a director in two competitive banks, for there are only two fiduciary institutions in his town. If there were more, he would probably be an officer or a director in all of them; for every one in Mapleton wants the benefit of his judgment or considers the enlistment of his energy necessary to carry any considerable movement to success.

When Mr. Hotaling planned that he and Mrs. Hotaling should take the long tour into the Pacific Northwest this summer, he decided to call upon leading citizens of the town to edit the paper in his absence. He expressed his wish and lo! it was done!

He has been treasurer of the Minnesota Editorial Association several years and was elected to that office for life, proving that even newspaper men recognize a good business man when they see one.

Mr. Hotaling is thoroughly familiar with the history and controlling purposes of the National Editorial Association, for he has been one of the most active members for many years. As the thirty-third president of the National Editorial Association, Mr. Hotaling gained a rank in the newspaper fraternity nationally comparable to the 33rd degree masonically.

Few of his predecessors in office worked more unselfishly and gave more willingly in furtherance of the cause than did Mr. Hotaling. He traveled hundreds of miles repeatedly (often at his own expense) to do missionary work for the national association in other states and had the satisfaction of seeing the membership approach the 5,000 mark when he relinquished his office.

Mr. Hotaling was the "War President" of the Association and put General Apathy and his slinking, selfish, sneering hammer-wielders to flight in many a contest.

The new executive secretary did not wait until his return home to begin work but started in immediately to secure sustaining memberships of $25 and over, and before a week had elapsed he had obtained enough contributions to put the National Association in the best kind of financial condition and to practically insure the doing of much that many have wanted to see done for years.

This new officer is a pace-setter and if his associates and the officers of state press associations keep up with him they will have to "carry-on" with something akin to the enthusiasm which brought eternal renown to American and Canadian arms in the last world war.

NOTICE

THE October number of the NATIONAL PRINTER-JOURNALIST will contain the Official Proceedings of the 34th Annual Convention of the National Editorial Association. Those who desire extra copies of this edition are advised to make known their wishes before October 1st.

COSTS—THE ONLY CORRECT BASIS FOR A SELLING PRICE

BY GEORGE HARRINGTON, MGR. GLOBE PRINTING CO., OSHKOSH, WIS.; PRESIDENT WISCONSIN STATE FRANKLIN CLUB

OSTS: The Only Correct Basis for a Selling Price" is the topic assigned to me. The title must be changed to "Cost *is* the only correct basis for a selling price." The addition of the word *is* makes the sentence sound reasonable and true. It is fair to assume that all here will agree that if you want to sell an article at a price that will return a profit you must know the cost—by cost here I mean what was paid for the article plus any expense incurred in getting the article to the purchaser

The way the topic is worded on the program one would be led to infer that there is some other way of arriving at the selling price. There is in some instances.

For instance, one of the merchants in my city came to me within a year and wanted to know if I could explain to him how to figure profits I asked him his method of arriving at his selling price, which he explained to me. He also stated that on some of his lines—nationally advertising ones—the manufacturers made the selling price.

This price was 50% above the first cost to him. This 50% was to take care of his overhead and profit. The next question asked him was, "What is your overhead expense?" and his reply was, 33%. In other words, on every article of this nationally advertised product the merchant received only his actual cost. No wonder he was complaining of the poor financial returns, investment considered, in his business.

The printers of this state will never get to the commercial standing in the community that rightly belongs to them until they *know* what the product they are selling costs them. The heading to a page advertisement in a recent issue of a leading business publication reads, *"Don't Guess—Know."* Here was a manufacturer spending his money to tell his prospective customers not to guess, but know.

The printers of this State are more favored than those of any other State that I know of. The State University—recognized the world over as one of the leading institutions of learning—has, through the Extension Division and in co-operation with practical printers, placed at the disposal of the craft of the State the Standard Cost System. The expense of its installation is merely nominal—the actual cost of the forms used and the railroad fare and hotel bill of the field man doing the work. With this opportunity for getting *definite knowledge* as to what the product you are selling costs—you are the one that is at fault if the financial returns are not somewhere near what they should be.

I question if there is a person here today that has reached the front office from the case, that has the nerve to ask the correct price for a piece of work—unless he has had actual experience with the Standard Cost System. It is the only elixir that will revitalize your backbone that I know of. There maybe, and undoubtedly are, those present that can say No occasionally—but the test is, can you say it day after day with your machinery not running. And oh, what a depressing feeling when the wheels are not turning! That is the time when the information furnished by the Standard Cost System stiffens your spinal column. It is easier to meet the pay-roll when not running to capacity than it is to have the wheels turning and you *know,* when the errand boy delivers the package, that you have given the customer—not only a good piece of printing—but placed a $5.00 bill more or less under the string that it is tied with for the honor and pleasure of being selected to do his work.

And you can get a fair price—whether your competitor asks it or not. It surely will not be given you unless you ask it. Having asked a fair price, as you consider it, you must be prepared to prove conclusively that it is a fair price. How can you do that without the Standard Cost System? I confess I know of no way.

Right here some one may be thinking that he has as good a system as the Standard, that it does not take so long to keep up the records, etc., etc.—but has he? Will such an one be willing, in case of a lawsuit, to go into court and risk the outcome of the suit on his records? Supposing the defendant calls a certified public accountant and he shows to the court that the records are defective. That they are not in accordance with recognized principles of accountancy, therefore unreliable. Will not his chance be slim of getting a favorable decision? Would it not be far better to be fully insured in a case of this kind than to find that the company was a wildcat one? Remember, the foundation principles of the Standard Cost System have stood the test of time—have been on the operating table of the certified public accountant and finally, after a most thorough examination, received the endorsement of the Federal Trade Commission.

The printer that bases his selling prices on his costs as shown by this system receives, and is entitled to, the confidence and trust of his customers. This confidence is given him because his customers unconsciously sense the feeling that the printer *knows* that his statements will bear the closest scrutiny. This attitude of trust on the part of the customers begets

confidence in the printer for his business methods and inspires him to greater efforts in behalf of those who patronize him and at the same time enhances his commercial standing in the community. The world does give its approval in the form of orders, to those in whom it has confidence can deliver the goods and that will price those orders fairly. The customers are comparatively few who do not want the printer to make a profit. An explanation of the Standard method of arriving at the selling price appeals to the customer's sense of fairness and justice. He is more often than not, after this explanation has been given, satisfied that he is getting a square deal and no man can expect or ask for more than that.

It is universal to show a certain amount of deference to the man that looks and is prosperous. This respect comes from a feeling of admiration for the one that we intuitively feel *knows* his business and has the courage and will power to get what fairly and honestly he is entitled to. The definite knowledge of costs for the printer is the bridge over which he can go from the slough of haunting uncertainty to the green fields of commercial regard. It is the main road to the respect and confidence of those with whom you come in daily contact.

While cost is the only correct basis for a selling price, there are numbers of printers that have looked forward to the time when some one or some organization would issue a printed price list that all could use. There have been several attempts at furnishing a price list of this character. Some of the lists have not met the expectations of those who have purchased them, but there is one that fairly meets the requirements of the average printer. The prices in this list are all based on cost system information and new changes are sent to those that lease the price list as they are compiled and printed. "A Definite Price on a Definite Piece of Printing," that is the principle of the list. The use of a list of this character saves time for the estimator and also eliminates the errors he is liable to make. Then you might ask: "Why not everybody use it?" It would be a good move for all those who keep Standard records, and also for those who do not—*if* the latter would stick to the prices in the list. It is my opinion that there is only one thing that will make the average printer stand by his guns in the matter of price quotations and that is—*the Definite Knowledge of Costs Gained in His Own Shop, under His own Working Conditions.* And he will not be converted as to his own costs the first five or six months that he conscientiously keeps Standard records either. He is more liable to secretly feel that there *must* be something wrong, or surely *his* costs are not what *his records tell* him they are. When he gets to the point—without any mental reservation—that his records are true as far as he is concerned, then he hast just reached a condition where he is willing to commence to stick to his quotations no matter what the strings are that are pulling him away away from his firm resolve. As to the imperative need of definite knowledge of costs in our shops, under our working conditions, I will cite a few facts for you to think over. In a recent survey of Detroit printers comprising 145 plants —the total sales amounted to nearly seven million dollars. The profits were 1.7%. Following closely upon the survey the local printers' organization launched an educational campaign which will include the installation of cost systems in 54 of its members' plants. In a more recent survey of Baltimore printers these conditions were found to be true: Seventeen firms doing a business of $25,000 to $50,000 made less than 1% while 54 firms doing a business of $10,000 showed a loss of $58,000. The report stated that there were fourteen firms in the city that showed a profit of 25% and over. The report showed also that in the past two years fifty-five printers had gone out of business and that forty-nine had either purchased the old plants or begun new business. Among the reasons as deduced from the report on these firms going out of business were: Improper knowledge of costs and woeful lack of knowledge of bookkeeping. From the above it will be seen that the plants doing $50,000 or less of business are in dire need of cost system information in their shops, under their working conditions.

Experience is an expensive teacher and it would seem that the printing business had drunk long enough at the fountain of commercial insecurity, to go and try the regimen of Dr. Cost System. The Doctor has been extensively advertised and the "before" and "after" patients are numerous enough for any one interested to obtain a personal interview if he so desires. There is no question but what he has as elixir that will rejuvinate many a commercially sick printer.

In conclusion I will reiterate that it is a definite knowledge of costs on which to base our selling prices that will place our business where it commercially belongs. When we fully realize deep down in our hearts what the costs actually are then there is the hope that we are just average men and will sell our product for more than it is costing us. There is also a crying need in the printing business for the education of the owners and managers in large and small plants to a full realization that there is very much less difference between their costs than they suppose. When the above is accepted as an actuality, commercial improvement has started. If you will furnish the determination, the Standard Cost System will provide the basis for a correct selling price for your product. What better reason can you ask for urging its installation? Remember—It is impossible to make profits by selling something of which you do not know the cost.

MOST IMPORTANT MEETING OF U. T. A. IN HISTORY

ACCORDING to men who have been in touch with the progressive activities of the United Typothetae of America over the last quarter of a century, the forthcoming convention in New York City, at the Hotel Commodore, September 15th, 16th and 17th, will be the most important meeting in the organization's history.

Here will be a gathering of representative printers from throughout the United States. Not only will they meet to interchange experience and opinion, but their assembly will be in the nature of a personal culmination of the national advertising campaign which has accomplished marvelous results of a four-fold nature:

1. It has created broader interest among business men, in the use of Direct Advertising.

2. The national advertising and supplementary follow-up work has influenced many firms to give direct advertising a larger responsibility in their promotion program.

3. It has helped to focus attention on the business precepts, the unusually high standards of practice and the modern methods of the U. T. A. printer.

But the story of this campaign and its results is a story in itself. As to the convention, the calibre of speakers will be high, the character of the convention will be of vital significance. Current problems will be treated by authoritative speakers in a practical, informative way, as will instantly be seen by reference to the following program outline:

EXECUTIVE COMMITTEE MEETING, 3 P. M., SUNDAY, SEPTEMBER 14

DAILY SESSIONS

Monday, September 15.

First Open Convention Session.....9:30 A. M.
Conference U. T. A. Fieldman and Local Secretaries .....2:30 P. M.
Advertising Session .....2:30 P. M.
Meeting Closed Shop Branch.....8:00 P. M.
Meeting Open Shop Branch.....8:00 P. M.

Tuesday, September 16.

Second Open Convention Session...9:30 A. M.
Class Instruction U. T. A. Fieldmen and Local Secretaries.....2:30 P. M.
Executive Session (for U.T.A. members only).....3:00 P. M.
Serio-Comedy Drama—"The Sick Print Shop".....8:00 P. M.

Wednesday, September 17.

Third Open Convention Session.....9:30 A. M.
Class Instruction U. T. A. Fieldmen and Local Secretaries.....2:30 P. M.
Executive Committee Meeting.....3:30 P. M.

MONDAY MORNING, SEPTEMBER 15

First Open Convention Session—President Arthur E. Southworth, Presiding.

9:30. Music—A song or two by the Convention.

9:40. Invocation—Rev. J. Percival Huget, D.D., Tompkins Avenue Congregational Church, Brooklyn.
Announcements of Committees.

9:45. Address of the President—Arthur E. Southworth, Chicago.

10:10. Address of the First Vice-president—William Green, New York City.

10:30. Report of the Secretary—Jos. A. Borden, Chicago.

11:00. "Eye Opening Facts and Figures."—Noble T. Praigg, Counsel U. T. A. Advertising Bureau, Chicago.

11:15. "Research in the Printing Industry."—W. R. Colton, Director U. T. A. Research and Service Bureau, Chicago.

11:45. "U. T. A. Workers in the Field."—E. J. Roesch, Director U. T. A. Organization Activities, Chicago.

12:00. "A Message to Visitors."—Donald V. Gerking, U. T. A. Field Representative.

12:15. "The Golden Rule—U. T. A. Code of Ethics."—Fred W. Gage, Treasurer U. T. A., Battle Creek, Michigan.

MONDAY AFTERNOON, SEPTEMBER 15

Advertising Session—Charles L. Estey, Director U. T. A. Advertising Bureau, Presiding.

2:30. Remarks by Charles L. Estey on value of printer knowing not only the tools of his craft but their application in producing effective Direct Advertising.

2:45. "Opening the Gates to the Garden."—Henry Hale, Jr., Ethridge Association of Arists, New York City. A talk on layout and art as applied to printing.

3:15. "What the Eye Receives the Mind Absorbs."—Everett W. Currier, New York City. Typography that gets the message across.

3:45. "The Power of the Printed Picture."—H. A. Gatchell of Gatchel & Manning, Philadelphia. Photo-Engravings and their use.

4:15. "The Messenger for the Message."—G. A. Heintzmann, Advertising Manager, Dexter Folder Co., New York City. Paper and Ink and the part they play.

(Five minutes are allowed between each talk for questions, remarks and discussions.)

Special Session.

2:30. Conference of U. T. A. Fieldman and Local Secretaries.

MONDAY EVENING, SEPTEMBER 15

Special Sessions.

8:00. Meeting Closed Shop Branch.
Meeting Open Shop Branch.

MONDAY AFTERNOON, SEPTEMBER 15

Second Open Convention—President Arthur E. Southworth, presiding.

9:30. Music and Announcements.

9:45. "Something New Under the Sun."—Henry P. Porter, Chairman U. T. A. Committee on Education, Boston.

10:45. "The Three Year Plan—What it means to the Allied Industries."—R. W. Nelson, President American Type Founders Company, Jersey City, N. J.

11:15. "Ethics and Profits."—Richard W. Lee, Special Counsel, Associated Advertising Clubs of the World, New York City.

11:45. "A Forward Look from the U.T.A. Threshold."—Charles L. Estey, Director U. T. A. Advertising Bureau, Chicago.

12:30. Report of Nominating Committee. Announcements.

TUESDAY AFTERNOON, SEPTEMBER 16

Special Sessions.

2:30. Class Instruction U. T. A. Fieldmen and Local Secretaries.

3:00. Executive Session (for U. T. A. members only).

TUESDAY EVENING, SEPTEMBER 16

In Convention Hall.

8:00. Serio-Comedy Drama—"The Sick Print Shop." Written, staged and played by the Franklin Typothetae of Chicago.

WEDNESDAY MORNING, SEPTEMBER 17

Third Open Convention Session—President Arthur E. Southworth, presiding.

9:30. Music and Announcements.

9:45. "The Square Inch Basis for Composition."—E. E. Laxman, Chairman U. T. A. Price List Committee, Chicago.

10:15. Discussion on basis for measuring composition.

10:30. "The Paper Market."—E. H. Naylor, Secretary Writing Paper Manufacturers Association and Cover Paper Manufacturers' Association, New York City. A message from the subscribing interests to the Three Year Plan.

11:00. "The Business Man in Commercial Organization."—F. N. Shepherd, Field Manager, Chamber of Commerce of the United States of America, Washington.

11:30. "Important Aspects of the Industrial Situation."—Mangus W. Alexander, Executive Secretary, National Industrial Conference Board, Boston.

12:00. Report of the Resolutions Committee.

12:30. Election of Officers. Convention Adjournment.

WEDNESDAY AFTERNOON, SEPTEMBER 17

Special Sessions.

2:30. Class Instruction U. T. A. Fieldmen and Local Secretaries.

3:00. Executive Committee Meeting.

Word from many hundreds of printers, representative of every section of the country, indicates that the attendance at the New York Convention will outreach all previous records. Special trains are in process of formation, at Chicago for example, designed to attract printers—both members of the organization and other interested printers—to a common point of departure.

One feature of these special trains is that men of similar interests and similar ambitions, en route, will have a day or two of personal, friendly contact during which an even clearer insight can be gained by each man into the problems of the other, and the solution to those problems which "the other fellow" has found.

For, fundamentally, one of the most attractive elements of any convention is the opportunity it affords for an interchange of personal thought and experience.

IN PRINT VIA B. V. D. ROUTE

Mr. C. L. Mitchell of Crane & Co., Kansas City, Mo., has broken into the public prints via the B. V. D. Route. Somebody told a reporter of the Topeka State Journal about Mr. Mitchell's discomfiture when returning in his Cadillac touring car with Mrs. Mitchell from a dance, this summer, very late at night.

Suddenly a tire blew out and in the extreme warmth of the evening Mr. Mitchell removed his Palm Beach suit to keep it still spotlessly clean. According to the reporter:

"The moon beams shone softly on Charlie Mitchell, in his B. V. D.'s, white shoes and white silk socks, as he labored with the stubborn tire. He finally succeeded in taking off the bad one and putting a new one in its place. By that time his underwear was not by any means the cleanest in the world, so he could not clothe himself without endangering the Palm Beach suit. Charlie drove home in his undearwear."

INSTALLS COMPLETE NON-DISTRIBUTION SYSTEM UPON ENTERING NEW HOME

Upon entering its new home, the Lexington, Ky., Herald installed a complete non-distribution equipment.

The composing-room and the matrix-making department have possession of the fourth floor, and here is found the Monotype Type-&-Rule Caster and a full equipment of storage cabinets for the Non-Distribution System.

The Monotype is well located in the center of the front of the room with the storage cabinets at the left, between it and the ad room stands and make-up tables. This makes a labor-saving and convenient layout and reduces the amount of footwork for the ad men to the smallest possible fraction.

The steel make-up tables for the paper occupy the center of the room, with the matrix molding department close at hand in the rear, while the composing machines are ranged along the right side of the room from the front to the foreman's office in the right-hand rear corner.

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

NEBRASKA PRESS ASSOCIATION ROLLS ACROSS NEBRASKA

By Miss Eunice Haskins, Editor the Press, Stella, Neb.

OMAHA started the ball a-rolling for the big summer session of the Nebraska Press Association, when on Monday, August 4th, editors gathered from all parts of the state and there made headquarters for the big editorial excursion that left Omaha Monday at midnight.

O. O. Buck, the secretary, had a desk in Hotel Rome's spacious lobby, and there completed the final arrangements for the excursion.

Arthur Thomas, secretary of the Omaha Chamber of Commerce, and his assistant, Miss Goethe, spent the day in Omaha with the editors to aid them in having a pleasant and profitable time. The editors were stirring early, and after visiting awhile among themselves in the lobby of Hotel Rome, started on the day's program of sightseeing, instruction and pleasure.

First was a visit to Omaha's modern grain exchange, where the editors saw the pit in action, and had demonstrated to them it is not a guess where the farmer's grain belongs as to grade, but a scientific analysis. Then two hours were spent at a luncheon at the Live Stock Exchange, from whence the editorial party was escorted by Mr. Thomas to the Omaha Athletic Club. The ladies were given access to that part of this new million-dollar club provided for the ladies, and the men took a swim in the pool.

At 6 o'clock a complimentary dinner was served in the big dining-room at Hotel Rome, after which the men folks went to Ak-Sar-Ben den to spend the evening, and the ladies were tendered a theatre party at the Rialto Theatre.

Once again the party gathered at Hotel Rome, from here to leave for the train that took them the extreme length of the state, four hundred and fifteen miles, covering the breadth, two hundred and five miles, in an excursion to "know Nebraska Better."

So important did the University of Nebraska consider this excursion that one thousand dollars of the overhead expenses were paid by the University, with the understanding that those benefitted by it will return the equivalent in advertising in their papers. This amount was apportioned by the excursion committee so it will apply to publishers who went on the trip.

The advertising will be sent out later by Secretary Buck, who took the cards of acceptance received as a basis, and the apportionment made pro rata.

Not only did the University do the handsome thing financially, but Chancellor Avery and his associates, Dean Buck and Doctor Condra, accompanied the editorial party on the entire excursion, and made addresses of instruction and information at various places visited, as at the North Platte Experiment Station of the University of Nebraska. Dr. Condra presented moving pictures of Nebraska life, delivering, with their showing, a lecture. He had with him his picture machine, and at each stop pictures were taken, to be shown at a later date, either at the next meeting of the Nebraska Press or at the local picture houses.

The special train for the excursion was composed of four standard sleeping cars, one ten-section observation car and one baggage car. The train returned to Omaha Saturday at midnight, and for the five days cost approximately six thousand dollars. The Press Association carried their own band, orchestra, glee club and minstrel troupe, made up among the fraternity. Gering, with its immense beet fields and sugar factory, was the objective point.

The western schedule was carried over the Burlington, and return on the Union Pacific.

The first stop was at Hastings, Tuesday, for breakfast, tendered by the Commercial Club at the Clark Hotel, and an automobile ride over the city.

Luncheon, Tuesday, was at Holdredge, tendered by the Commercial Club in the auditorium, and at 4:25 that afternoon the party was met at Curtis by automobiles for a drive over the state university experimental farm, after which they were taken to the Curtis Agricultural College and served a fried chicken supper.

In the evening the editors entertained the people of Curtis with their minstrel show.

Holyoke, Colorado, served Wednesday breakfast in the new school building, and took the editors for a twenty-mile automobile ride. Wednesday dinner was served by the Community Club of Sidney, Nebraska, in a church, and then the train started, passing Bridgeport, crossed to Northport, then changed to the Union Pacific, and headed up the North Platte valley in the country of intense irrigation. At sundown the train parked at Gering for two days' stop-over and side trips.

A banquet Wednesday evening opened the exercises at Gering, and at 10:30 Thursday morning another special train was in readiness to take the party with stops at the big dams and irrigation projects to Torrington, Wyoming, where a picnic lunch was served on the court house grounds, and this was followed by an automobile ride through the irrigated country terminating on the ridge of Goshen Hole.

The special made the next stop at Mitchell, Nebraska, where automobiles were provided for a visit to the state and federal experiment farm, where the Scott's Bluff County farms were holding their annual picnic, and here farmers, newspaper people, business and professional men assembled to hear the address of Chancellor Avery in a message that carried hope of mutual understanding and consequent co-operation.

This meeting was typical of Nebraska loyalty and Ne-

braska spirit, for men and women of every walk of life from the humble Jap beet field worker to the head of Nebraska's greatest educational institution met on common ground to hear and discuss the things vital to Nebraska and her people.

Supper was served at Mitchell by a club of that town, which was followed by the open-air show of the Press Club Minstrels, on the big grandstand at the county fair grounds, and then an automobile ride by moonlight back to Gering. More than 2,500 people were present at the minstrel performance and to see Dr. Condra's movie pictures.

Friday was occupied by a visit to the big Gering sugar factory, where the Great Western Sugar Company provided a box lunch at noon, after which the vicinity around Gering was inspected in automobiles, followed by a reception and rest at the Country Club near Scott's Bluff mountain, the highest accessible point in the state—seven hundred feet from base to top.

The Elks of the town of Scott's Bluff served lunch in the evening, and returned the editorial party to Gering in automobiles. Friday evening the Press Minstrels put on their last performance to a packed house in Gering, and hundreds were turned away.

The excursion train left Gering at midnight Friday, and arrived at North Platte for breakfast served by the Commercial Club at the North Platte experiment station of the University of Nebraska. Stop was made at Kearney for a friend chicken dinner Friday noon at the Midway Hotel, Secretary Buck granting an extra hour that the visitors might enjoy a good swim in the big pool at the Midway Amusement Park.

Automobiles took the party about the city, to the State Industrial School, the tubercular hospital, and the surrounding country. Supper at Grand Island, served by the allied printers of the city at a hall, and then the train started on the last lap of the journey, taking back to Omaha those who had not been dropped between Kearney and Omaha.

Friday morning was spent in the only business of the trip, when resolutions were passed condemning the railroad administration's refusal to grant the Association what it had granted every other fraternal body. The Association went on record against further free Government advertising.

The train cost $225 per day, plus war tax, from start to finish, in addition to the regular railroad fare. The Omaha Chamber of Commerce guaranteed the $6,000 cost of the train to the railroad; and Secretary Buck personally guaranteed the Chamber of Commerce against loss.

Practically all the meals after Monday morning breakfast were complimentary. The trip made in the regular way, including railroad fare, sleepers, hotel bills, etc., would cost from $125 to $150. The general spirit of good fellowship and the inspiration of spending a week in company with members of the craft is priceless. When the party reached Gering and figured up, then the excursion trip was found to be a success from the financial standpoint.

Nebraska Press Association officers are: Will C. Israel, President, Havelock; E. R. Purcell, Vice-President, Broken Bow; Frank O. Edgecomb, Treasurer, Geneva; O. O. Buck, of Harvard, Field Secretary and Recording Secretary.

Executive Committee: J. P. O'Furey, Hartington; Don Van Deusen, Blair; Clark Perkins, Aurora; J. H. Walsh, Crete; Hugh M. McGaffin, Polk.

The Press Minstrels arranged a show with Edgar Howard of the Columbus Telegram as interlocutor; John M. Tanner of the Nebraska Democrat and George Foxworthy of the Western Newspaper Union as the end men. President Israel, A. D. Scott, and others were stars. Frank Helvey of Lincoln was the musical director and Adam Breede of Hastings was the manager.

The Motor Highway Quartette of Lincoln went on the tour and were always in demand to sing.

Asa B. Wood of the Gering Courier and Wm. M. Maupin of the Mid-West at Gering, both past-presidents, gave the invitation for the summer social session of Nebraska Press Association to be held in their town. Mr. Wood started in the newspaper business at Gering thirty-two years ago, when the town was far from a railroad and the now fertile farms were barren prairie. He has been an active worker in the Association, and it had long been his desire for his associates in the newspaper fraternity to see the place where he lived and loved and worked.

W. H. Weekes, of the Norfolk Press, was in the excursion party and occasionally told of incidents when he went on a tour in 1886 to San Francisco with the Nebraska Press Association, in a party of sixty-two in a special car. C. J. Bowlby of Crete and Charles Huebner of Nebraska City are about the only Nebraska editors left who were in the Association when Mr. Weekes started in Nebraska newspaperdom with the Nebraska Democrat at Grand Island in 1879.

* * *

Oregon Editorial Association

Nearly one hundred editors attended the recent session of the Oregon Editorial Association held at Portland, August 8th.

Steps to resist a pay scale of $1 an hour which the printers are said to be ready to demand throughout Oregon were taken by the members.

The smaller dailies, and weeklies as well, see a grave crisis confronting them if an attempt is made to institute this scale and the association was assured that such a movement is well developed.

Lloyd Riches, secretary of the association, reported that printers already are considering a general walkout. The publishers hope to head off the movement by showing what such a wage scale would mean to them.

A committee named to handle the problem consists of J. E. Gratke, Astoria; C. H. Fisher, Salem; E. E. Aldrich, Pendelton; E. E. Brodie, Oregon City, and R. W. Sawyer, Bend.

Miss Aileen Brong, society editor of the Telegram, spoke on the subject of women's interests, and David W. Hazen, war correspondent for the Telegram, told some of his overseas' experiences.

Gordon J. Taylor, editor of the Mohalla Pioneer, who was in France as a Y. M. C. A. lecturer, also gave an interesting address.

Objection was made to the proposed repeal of the present zone second-class postage law or changing it to a flat pound rate. Letters will be sent to Congressmen, calling attention to the stand taken by the editors of the state.

It is felt by the association that the proposed law is in the interest of magazines, periodicals and big city newspapers and will take subscriptions and circulation from the country press in addition to enabling mail order houses to destroy the trade of country merchants.

At the close of the session C. E. Ingalls, editor of the Corvallis Gazette-Times, was re-elected president. George P. Cheney of the Enterprise Record-Chieftain

was re-elected secretary. J. E. Gratke was made a member of the executive committee.

* * *

Connecticut Editorial Association

The annual summer outing of the Connecticut Editorial Association was held August 16th at Derby, Shelton and the Housatonic River and was attended by about fifty editors and their ladies.

A short business session was held at the Hotel Clark during which current problems were discussed informally, followed by a short talk by C. N. Wadsworth, late president of the Colorado Editorial Association, on the subject of the field secretary plan which has lately been put into effect in the Rocky Mountain State.

A dinner was given at the Clark Hotel at which an address of welcome was given by Max A. Durschmidt, president of the Derby-Shelton Board of Trade, responded to by John A. Rodemeyer of the Greenwich News and Graphic.

After dinner the Board of Trade took the entire party for an automobile ride around the towns of Derby, Shelton and Ansonia, ending at the boat landing where the party embarked in gasoline launches for a trip up the beautiful Housatonic to Burchbank, the summer cottage of Mr. and Mrs. Robert M. Beardsley, Mrs. Beardsley being a daughter of President Freeman and his wife, where the remainder of the day was spent.

* * *

North Carolina Press Association

The annual meeting of the North Carolina Press Association was held July 31st and August 1st, at Wrightsville Beach.

President Z. W. Whitehead delivered the president's annual address, following a cordial welcome to the editors by Mayor Thomas H. Wright of Wrightsville Beach. A cordial response in behalf of the newspaper men was made by Editor J. F. Hurley of Salisbury, and Editor J. J. Fariss of High Point.

Various matters of interest were discussed such as the question of exchanges, the cash-in-advance plan of subscription, political advertising, etc. The cash-in-advance plan of subscription, it was almost unanimously agreed, was the business-like way of handling the question.

An event of unusual interest was the launching of the first concrete ship from a government owned shipyard in honor of the meeting of the editors. Hon. Josephus Daniels, Secretary of the Navy, was present and addressed the assembly.

The following are the new officers: President, J. A. Sharpe, Lumberton Robesonian; first vice-president, R. T. Wade, Morehead City Coaster; second vice-president, J. F. Hurey, Salisbury Post; third vice-president, Parker Anderson, Wilmington Dispatch; secretary-treasurer, John B. Sherrill, Concord Tribune; historian, M. L. Shipman, French Broad Hustler; orator, Miss Beatrice Sobb, Morganton News-Herald; poet, D. L. St. Clair, Sanford Express; executive committee, W. C. Hammer, E. B. Jeffress, I. S. London, Santford Martin and H. B. Varner.

The mid-winter meeting will be held at Greensboro.

* * *

Newaygo County (Mich.) Publishers' Association

The publishers of Newaygo County at their business meeting held at Grant, discussed the legal advertising situation. Each office of the county was represented and it was unanimously decided to insist on full legal rates. The raising of subscription rates was also discussed.

The editors talked of means of doing away with the deficit caused by continued high prices of material.

* * *

Long Island Press Association

At a recent meeting of the Long Island Press Association held at Long Beach, the members outlined a plan for combining the reputable newspaper within its territory for the purpose of obtaining increased advertising rates. Publishers accepting "outside advertising" below the fixed rates will be penalized.

J. Fred Flugrath, editor of the Babylon South Side Signal, made several recommendations for the improvement of newspaper conditions. He said that government advertising should be paid for, the size of papers standardized, preferred positions for advertising abolished and that "for sale" and "redemption" notices should be published in the town where the property was located.

The officers who served during the past year were re-elected. They are: D. W. Murray, president; Franics Hoag, vice-president; Frank Marlow, second vice-president; James E. Stiles, secretary, and William McCarthy, treasurer.

The following officers were elected: George B. Curtiss of the El Paso Journal, president; R. E. Patterson of the Washburn Leader, vice-president; C. R. Denson of the Minonk News-Dispatch, secretary-treasurer, A. E. Potts of the Woodword County Journal (Eureka), William Ryan of the Metamora Herald and T. P. Pettigrew of the Roanoke Post, executive committee.

* * *

Northwest Texas Press Association

The annual meeting of the Northwest Texas Press Association was held at Olney, August 14, 15, 16. The visitors were entertained by Ralph Shuffler, editor of the Olney Enterprise, and the Commercial Club.

O. C. Harrison of the Baylor County Banner, Seymour, responded to the address of welcome by the Mayor, Elmer Graham of Olney. Several talks were made by members, including Lieutenant Governor Johnson of Memphis.

The afternoon session was given to round table talks concerning labor troubles, advertising rates, subscription rates and prices on priting.

Quanah was selected as the 1920 meeting-place. R. H. Nichols of Vernon Record was selected president; Ralph Shuffler of the Olney Enterprise, vice-president; and Cyrus Coleman of the Haskell Free Press was re-elected secretary-treasurer.

* * *

Tazewell Co. (Ill.) Publishers' Association

The country publishers of Tazewell County (Ill.) held an important business session at Pekin recently, the chief topic of discussion being the new rates which went into effect July 1st, namely:

"An act requiring custodians of public moneys to file and publish the receipts and disbursements thereof;" "An act in relation to the form and cost of publications required by law or by order or rule of court;" "An act for the assessment of property and providing the means therefor, and to repeal a certain act therein named."

The publishers were the guests of the Country Club at luncheon and commented very favorably upon the splendid and substantial "feed" which all enjoyed. W. S. Prettyman, E. R. Peyton and W. E. Lautz were in charge of the arrangements. A vote of thanks was extended to the Country Club and the committee for their hospitality.

Every newspaper office in the country was represented with the single exception of the Tremont News,

whose editor, M. L. Cottingham, was unable to be present.

The following officers were elected: President, Jacob Schmidt, of the Pekin Free Press; Vice-president, H. D. Lewis of the Deer Creek Progress; Secretary-treasurer, W. R. Johnson of the Morton News. Executive Committee—Mrs. F. C. McKee of the Delavan Advertiser-Times, George Cramer of the Mackinaw Enterprise.

* * *

Northern Indiana Editorial Association

The annual meeting of the Northern Indiana Editorial Association will be held at Huntington, September 26-27.

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Mercer County (Ill.) Press Association

Mercer County newspaper men have formed an organization to be known as the Mercer County Press Association. Officers have been elected as follows: President, C. E. Duncan, Seaton Independent; Vice-president, Fred B. Balzer, Times-Record; Secretary-treasurer, Will Shaw, Aledo Democrat.

The organization will co-operate with the Illinois State Press Association.

* * *

Second Congressional District (Minn.) Editorial Association

The annual mid-summer outing of the Second Congressional District Editorial Association was held at Winnebago.

There was some shop talk with discussion led by W. F. Mahler of the Springfield Advance, but most of the time was devoted to play. A ball game and athletic contests of different kinds were staged, with the newspaper men as the stars. A fish supper concluded the day at the park.

The evening meeting was held in Central Park, with Fred Hadley of the Winnebago Enterprise presiding. Speeches were made by Rev. B. Marin and by Mayor L. C. Hodgson of St. Paul. Mayor Hodgson, speaking of the disloyalties during the war, declared he would send back on the first ship to Germany all Americans convicted of disloyalty, and that on the second boat he would deport all German aliens who have been traitors to their adopted country.

At the business session in the afternoon a resolution was adopted declaring that "We are unalterably in favor of one country, one language and one flag."

* * *

Central New York Press Association

Over one hundred members and friends were present at the summer meeting of the Central New York Press Association held at Cazenovia. The luncheon was served at the Lincklaen house. Previous to this many of the visiting editors inspected the plant of the Cazenovia Republican under the guidance of the proprietor, Jesse Peck.

At the conclusion of the luncheon President Skelton introduced F. E. Richardson, president of the village, who welcomed the editors and their guests to Cazenovia, and paid a tribute to the country newspaper and the part it plays in its community. Mr. Skelton responded briefly and praised the scenic beauties and progressiveness of Cazenovia.

He then called on Mr. Loyster, a former publisher of the Cazenovia Republican, who gave a short address in which he quoted a remark made to him by a previous publisher of the Republican to the effect that the editor of a country newspaper works harder for a smaller reward than any other professional or business man.

Wheeler Milmoe of the Canastota Bee and Journal gave a clever toast to the ladies.

The meeting was continued at Chittenango Falls, where the talks dealing with newspaper making were given. It was necessary to revise somewhat the program as originally announced.

Willard C. Wheeler of Tully spoke on "News for the Farmer."

C. I. Burch of the Earlville Standard spoke on, "The Editorial Page of a Country Weekly."

A. P. Brandt of the Fulton Observer gave an amusing and yet helpful talk on "The Blue Pencil." He spoke of the need of aiding country correspondents especially, but warned agains any editor thinking that because country correspondents' copy comes in poorly prepared that it is not good news. Mr. Brandt thinks the editor should use the blue pencil on his advertising as well as his news. He stated that he had turned down hundreds of dollars' worth of business because he felt that it was advertising that was not proper to present to his readers.

Hon. Garry A. Willard of the Boonville Herald spoke on "Good Headlines."

E. L. Bussey of the Cato Citizen, spoke on, "Shall We Issue Bigger Papers?"

The last number of the program was an address by Albert Campbell of Canastota, a former Y. M. C. A. worker in France, and an enthusiastic speaker for the League of Nations.

* * *

Western New York Newspaper Publishers' Association

The Western New York Newspaper Publishers' Association convened recently at Lyons. The session was presided over by President John E. DuBois of the Newark Union-Gazette. James J. Barrett of the Corning Daily Leader spoke on "Local Advertising," and Harry C. Goodwin of the Goodwin Advertising Agency of Rochester made an address on "The Country Weekly as an Advertising Medium." These speeches were brimful of valuable suggestions.

Mr. Goodwin in his usual energetic manner told the editors of the value of the weekly newspaper as an advertising medium, and gave them enlightenment on the special representation side of the business as applied to Rochester.

Other speakers were William G. David of Rochester, who formerly published the Lyons Republican; M. V. Atwood, Groton Journal; Frank E. Gannett, Rochester Times-Union; Harry Averill, Palmyra Courier, and Mr. Betts. A variety of subjects were discussed and a decidedly optimistic view of the future for the weekly newspaper is apparent, regardless of the disturbed conditions that prevail in industry at the present time.

Interesting addresses were also made by Will O. Greene of the Fairport Mail, Warner Mills of the Sodus Record, James J. Dadd of the Goodwin agency, Rochester; Fred St. Germain of the St. Germain agency, Syracuse and F. E. Gannett of the Rochester Times-Union responded. A rising vote of thanks was tendered to Mr. Betts for his hospitality.

* * *

North Dakota Press Association

One of the most successful and beneficial meetings ever held by the North Dakota Press Association came to a close August 9th at Mandan. The following program was presented:

Community singing; invocation, Rev. H. H. Owen, Mandan; address of welcome, W. H. Stutsman, president Mandan Commercial Club; response,, H. S. Wood, Steele; selection by Press Association Male Quartette;

reading of minutes 1918 meeting; vocal solo, T. D. Monsen, Fessenden; president's address, M. I. Forkner, Langdon; report of the secretary, C. E. Boyden, Lisbon; report of the treasurer, Edw. Sullivan, New Salem; appointment of committees.

Paper, "Stiffening Your Back Bone," V. E. Swanson, Leonard; discussion; vocal solo, Frank Ellickson, Regent; paper, "Next Door Foreign Advertising," George J. Heinze, Tower City; discussion; paper, "Economy the War has Taught Us," Walter Taylor, LaMoure; discussion; selection by Press Association Male Quartette, "Some Poetry, Home Made and Otherwise," Sergt. Earl Tostevin; round table discussion.

Paper, "Advertising Your Own Newspaper," David DeHaven, Fargo; discussion; paper, "Newspaper Ideals and Ethics," T. Leroy Evans, Halliday; discussion; Scotch song, N. B. Black, Fargo; paper, "How to Beat the Labor Problem," A. C. Olsen, New Rockford; discussion.

Officers for the coming year were elected as follows: President, M. I. Forkner (re-elected), Langdon, N. D.; vice-presidents, J. H. McGarry of Alexander, L. J. Bowen of Hope, and E. M. Crary of Devils Lake; secretary, E. H. Tostevin, Mandan; treasurer, Edward Sullivan of New Salem (re-elected).

* * *

Washington State Press Association

The meeting of the Washington State Press Association was held in Seattle in connection with the N. E. A. Convention.

A plan to hold a joint convention of the editorial Associations of the Pacific Slope next year aboard a steamer on cruise to Alaska was considered ,and a special committee to investigate the practicability of the cruise was appointed by the president

A. R. Gardner, editor of the Reporter, Kennewick, was elected president for the ensuing year, succeeding Edward M. Connor. Clarence Ellington, of the Bee-Nuggett, Chehalis, was named vice-president; E. I. Wheeler, of the Times, Waitsburg, second vice-president, and N. Russell Hill, of the Times-Tribune, Davenport, secretary-treasurer.

* * *

Military Tract Press Association of Illinois

Members of the Military Tract Press Association, at its sixty-first semi-annual meeting in Quincy, Ill., endorsed the Municipal League and Home Rule League of Illinois.

The tract press association is made up of newspaper men from counties between the Illinois and the Mississippi Rivers.

* * *

Woodford County (Ill.) Press Association

The newspaper men of Woodford County met at Holton and formed a new organization to be called the Woodford County Press Association.

The object of the organization is to create a more general understanding among the fraternity as to correct rates to be charged for certain kinds of publications, to devise ways and means of meeting the heavy additional expense of conducting newspapers, to arrange for co-operative buying and to engender more good fellowship.

Owing to the slowness and difficulty in collecting printers' fees for legal publications and in some cases never getting paid at all, the publishers of Woodford County have adopted the plan now in use in many other counties in the state and approved by the leading county judges, that the printers' fee be paid upon delivery of the certificate of publication. One Woodford County publisher reported a case that had been in the probate court for seventeen years, for which he was waiting for his fees.

The publishers are not asking for cash in advance, but for cash after the service has been rendered.

* * *

Central Wisconsin Press Association

The sixth annual summer meeting of the Central Wisconsin Press Association was held July 25th at Mosinee.

The morning program was devoted to open discussions of topics interesting to the country publisher—"Readjustment to Meet Changing Conditions" and the minimum wage law for women and minors recently passed by the Wisconsin legislature.

The afternoon session brought forth several good talks on the value of continuing the exchange list, and at this time the publishers present were on record as being in favor of a subscription price of $2.00 a year for all country weeklies. The visitors made a tour of inspection of the Wausau Sulphate Fibre company mill, and were shown the different processes through which the pulp goes until it finally emerges as "Kraft" paper

A varied program was enjoyed in the evening after a banquet, the principal address being delivered by Merlin Hull, secretary of state of Wisconsin and publisher of the Black River Falls Journal. It was decided to leave to the officers of the association the question of where the winter meeting is to be held. The summer meeting of 1920 will be held at Black River Falls.

The officers are: E. S. Bailey, Marshfield News, President; Frank Leuscher, Marathon Times, Vice-president; B. C. Walters, Mosinee Times, formerly of the Rhinelander New North, Secretary and Treasurer.

* * *

Wisconsin Federated Printing and Press Associations

The fifth annual conference of the Wisconsin Federated Printing and Press Associations was held recently at Waukesha and was by far the most successful meeting in the history of the organization.

The opening session was called to order by H. F. Merten, Jr., president of the Wisconsin State Franklin Club. The general subject at this session was: "Shall We Standardize the Printing Business?" The opening talk was given by Noble T. Praigg of Chicago, advertising counsel for the United Typothetae of America, and he was followed by M. C. Rotier, Milwaukee; Geo. J. Nash, Eau Claire; George Harrington, Oshkosh, and E. L. Auslinger, Milwaukee, with interesting papers.

Friday evening there was a "get-together" dinner attended by members of the Wisconsin Press Association, the Wisconsin Daily League, the Wisconsin Weekly League and the Wisconsin Franklin Club, which are the organizations embraced in the state federation. Following the dinner many of the visitors attended a meeting at the Athenaeum, where Gen. Charles R. Boardman of Oshkosh gave an address, "A Wisconsin Printer's War Experience."

The program on Saturday was given over largely to newspaper "shop talk" carried on under discussion of the general subject, "Newspaper Advertising." John A. Kuypers, president of the Wisconsin Press Association, wielded the gavel during this session.

The first talk on "Newspaper Advertising" was given by Frank M. Throop, publisher of the Davenport (Ia.) Democrat-Leader. It was a very practical talk, in which Mr. Throop pointed out especially the fact that newspaper advertising has come to be an essential portion

of every business man's work. He urged that newspaper publishers should make it a point to acquaint advertisers with the exact class of readers reached by their publications and to do everything else possible to give full value for every dollar spent for advertising. He also said that the newspapers should educate all advertisers to studiously avoid any misrepresentation in their announcements as a means of promoting public confidence.

N. S. Gordon, publisher of the Barron (Wis.) News-Shield, spoke upon "The Farming Community," and pointed out clearly that there are mutual benefits in co-operation between newspapers and the farmers. He quoted figures to show that the income of his paper from farmer advertising is greater now than the entire income from all sources was a year ago. The farmers of his community had found that they had many things that it pays to advertise.

Henry Towell, publisher of the Milwaukee (Wis.) Times, discussed the subject of "Organization." An impressive feature of this talk was the explanation of the success of the Times, a semi-weekly publication, in a metropolitan city having several large daily papers.

Prof. F. C. Flood of the University of Wisconsin gave the newspaper men some valuable ideas in his address, "Meeting the Mail-Order Problem." He argued that the way for local merchants to combat inroads of the mail-order houses is to buy right and advertise strong, so as to make their "turnover" often enough to justify close prices. He characterized the usual "trade-at-home" talk as ineffectual; that it induces mail-order buying rather than having the intended effect.

Development of the foreign advertising field was discussed by H. H. Bliss of Janesville, secretary of the Wisconsin Daily League, and by J. Walter Strong, secretary of the Wisconsin Weekly League.

The convention came to a close Saturday afternoon with business meetings of the four allied organizations. At the meeting of the Wisconsin Press Association, John A. Kuypers of the DePere Journal-Democrat, was re-elected president and Miss Lura Dow of the Palmyra Enterprise was chosen as secretary-treaseurer for the ensuing year.

PROMINENT ENGRAVER REVIEWS SITUATION

Mr. E. W. Houser, President Barnes-Crosby Company, artists and engravers, Chicago, was recently asked by the Chicago Herald-Examiner for a brief review of the business situation. The article was printed in the issue of the paper for Monday, August 25th, as follows:

"ADVERTISING ART AND ENGRAVING"

By E. W. Houser, President Barnes-Crosby Co.

"The country's effort to assume normal and natural trade relations has brought about a tremendous increased effort among advertisers. This progressive energy is directly transmitted to the advertising artist, printing plate-maker and printer.

"Few of the patrons of these trades realize when they commence to make purchases in any of these allied lines just what they have to contend with.

"The advertising art studios have a shortage of artists. Many of them are still in the service of their country. The embryo artist, too, has had a setback of two years—most of them having been called into service. Those that are coming back, however, are stepping into the game with renewed vigor and broadened ideas. They have a greater vision and a feeling for action that often was lacking in pre-war days. But the advertising art studios are on their toes these days and turning out an unheard-of volume of work.

"The photo-engraver, too, the craftsman and the artist combined, is at it—tooth and nail. Not enough men here, either, to cope with the immense volume of copy which is steadily streaming from the advertiser. The engraver has, beside the question of depleted personnel, added difficulties with inferior grades of raw material. But even so, the increasing tide of business has given him greater courage to deal with these irregularities, and he is working toward a better material standard than he ever had before.

"Printers' troubles and pleasures start like the engravers'—with the lack of skilled labor, and continue with the inferior quality of raw material. Varieties of paper are hard to get and inks are not the same. However, with great thoroughness, the printer as well as the engraver is adapting himself to these changed conditions and evolving for himself, from domestic resources, materials which we hope will be an improvement over those imported heretofore.

"All these difficulties of manufacture and the unsettled conditions of the times perhaps cause the advertiser to look at himself as one of a multitude in a market place crying their wares at the top of their voices and succeeding only in making an infernal din which no one apparently heeds, and which causes everyone to dash madly here and there, never resting. Even so, men of great perception and prophetic minds as to the ways of business are doing the greatest shouting, for they know that if this present condition be but passing and not to say, then, when it is over and the world has resumed its normal way, they shall be remembered; and they know, too, that if this condition be typical of what is to be in the future, then they had best be up and doing, for they will gain nothing in the end by lagging at the start.

JUNE LINOTYPE BULLETIN A "PEACE" ISSUE

Decoration on the front cover of the current number of The Linotype Bulletin includes a broad strip from top to bottom composed entirely of repeated Linotype ornaments, into which, the artist, by clever arrangement and shading, has caused the word, "Peace" to run two-thirds of the way down the page. Below the large block letters that compose the word another Linotype stock ornament, the Statue of Liberty, is introduced.

The reading matter in this issue is particularly well balanced. It runs the gamut of "shop talk" from the leading article on Linotype Typography to the squib containing some practical hint for the Linotype operator. Better still, much of the contents is instructive, and all of it is presented in decidedly readable form. The piece that has attracted most attention and interest is the beautiful four-page insert concerning Linotype Elzevir No. 3. While it is in itself a partial showing of Linotype Elzevir, this insert was prepared to announce the complete showing scheduled to appear in the next issue of The Linotype Bulletin, in accordance with the Linotype Company's practice, begun with the exhibit of the Linotype Bodoni family last February, of devoting every other issue of the magazine to a display of a Linotype type family. The complete exhibit of Linotype Elzevir No. 3 will be among the most attractive in the schedule, which is to run until all the Linotype type families will have been so presented. No more beautiful face of its

class than Elzevir ever was cut; and the showing of Linotype Elzevir No. 3 is being carefully and even elaborately prepared to do full justice to the subject. A feature to be included is the full series of Linotype Louis XV ornamental units, each of which was specially designed to harmonize with the weight of thick and thin lines and other characteristics of faces such as Elzevir.

Edward E. Bartlett, President of the Bartlett-Orr Press, New York City, is in charge of the Company's Department of Typography.

LONDON TIMES USES INTAGLIO PROCESS

The Times of London, has favored the National Printer-Journalist with an advance copy of "The Times Weekly Edition," including the new feature—an eight-page illustrated section printed by the Intaglio process. An explanatory letter accompanying says:

"This Illustrated Section, printed by the Intaglio process, is the result of experiments carried out at Printing House Square during the past five years, interrupted to some extent by the war. These up-to-date news pictures, produced on fast rotary machinery, by the latest method of illustrative printing, will doubtless be received with considerable interest at home and abroad."

The illustrated eight pages are flawless: the picturizations perfect. The subjects are: "An Impressive Scene at Whitehall, British standard bearers, passing the Memorial to the fallen, carry out the ceremonial "eyes right' in the honor of a million missing comrades"; "The King's Garden Party—some of the numerous guests arriving at Buckingham Palace"; "The Peace Celebration Procession, the American Standards in the March," etc.

The most complete and exhaustive accounts of the celebrations attendant upon "Peace Day," are given. It is doubtful whether any American newspaper would have handled the subject with the same thoroughness. The mass of reading matter would have been rejected as "too dry."

The influence of Western journalism upon English newspapers may be recognized by scanning the racily-written articles which frequently add a touch of life to the forbidding columns of type. The change is very gradual but it is recognizable.

Much of the "stuff" in this particular newspaper is of literary merit and so far as rhetoric is concerned, it is of a higher grade than may be found in the newspaper language on this side of the Atlantic. For example, here are a few paragraphs:

"ON WESTMINSTER BRIDGE"

"The Music of the Procession."

"Westminster Bridge is one of the main links between the London of Whitehall and the West-end and London-across-the-Bridges, and the crowd that gathered in the section between the Houses of Parliament and the back entrance to Waterloo Station was a queer, jolly, happy, hot, and sticky mixture of North and South. Gazing at the multitude from St. Thomas' Hospital, one was struck by its orderly density, its continual good humor, and its chivalry towards women and children. It is hardly an exaggeration to say that that the front two rows of the crowd here were made up entirely of women and children. At the corner of the Embankment, where in quiet times the telescrope gazes at "Big Ben," and at the bottom of Whitehall the crowds were thickest, and by 9:30 it was almost impossible to move along the bridge.

From the bridge itself the sweep of the river made a gallant sight. Craft were gaily beflagged, and one lady in a small boat, dressed in a yellow jumper and a green skirt, showed up well, whether she skirted the old Palace of Lambeth or grim Hungerford. The Palace of Westminster was grave and decorous with large and little known flags. Much speculation as to the nature of these flags was indulged in, and the Royal Standard, with its Tudor Roses and Welsh Dragon, was confidently hailed as the ',Prime Minister's Standard." The bridge itself was gay with small pennons and the flags of the House of Savoy gazed sadly at the blazing rising sun of Japan. The unfinished County Hall, with its builders' poles and scaffolding, was well decorated, and there was a pleasing splash of color opposite in a group of Service nurses from St. Thomas' Hospital.

"Against a dull and somewhat overcast sky, the flags of London north of the river stood out bravely. You could distinguish Nelson, a solitary figure, gazing southwards, as if to welcome the men who had kept faith with his spirit. A captive balloon danced up and down—almost with the syncopated movement of the popular "jazz"—above the Mall, and far away on the left, Vauxhall Bridge looked heavy with its waiting multitude; over that bridge the procession was to enter the quarter of London workers, and over this, equally crowded, after paying its tribute to the universal spirit of the war's sacrifice, the procession was to depart through the quarter of Government—or where Government ought to reside.

Before 1:30 the bells of Westminster began to ring out a welcome to the triumph. For long the distant roll of drums and cheering had been borne to waiting ears by the rather chilly east wind. Thus we had heard its crossing of the river and thus was its approach heralded up Westminster Bridge-road. The wonderful massed standards of the Americans came into view, and then the procession for a moment halted with the colors aglow on the center of the bridge. It was a stirring historic moment. No one could gaze on it without thinking of the future of the Anglo-Saxon races, of their comradeship on the plains of France, with its auguries. The tide was ebbing fast; symbolically, one might say, that the tide of war was ebbing also, and that here, in the fluttering standards of our great Allies and kin, in view of the home of the Mother of Parliaments, was the truest hope of the future."

WILL HELP PRINTERS SELL PRINTING

The Service and Advertising Department of the Hammermill Paper Company, Erie, Pa., is making vigorous efforts to aid printers in the sale of printing.

A 9 x 12-inch booklet, descriptive of the plans has been mailed to the trade announcing that the company's first step in a campaign to help the printers of the country to create new business, was to run a series of advertisements in the Saturday Evening Post, to tell every retail merchant to go to his printer for ideas for circulars and other forms of direct-by-mail advertising.

The second step in the campaign is to supply the printer, free of charge, with dummies, illustrated and complete with copy and the third step is to supply the printer with electrotypes at cost of illustration, for those pieces of advertising.

WINS PRIZE FOR BEST WRITE-UP

Miss Lillian O. Weed of the New Canaan, Conn., Advertiser, won the prize offered for the best descriptive article of the outing of the Connecticut Editorial Association at Derby, Shelton and Housatonic Lake, August 16th. The choosing of the winning story was no easy task for the Judge Mr. Everett G. Hill of the Hartford Times.

"MICKIE" NOW ADVISING PRINTERS

"Mickie," the country newspaper "devil" who has been giving suggestions and advice of value to subscribers, has gone into the advising business upon a larger skill. As a printers devil "Mickie" has had opportunity for close observation on the other side of the footlights and by his insouisance and naivette will drive some truths home to those who have not been reached by serious discussions in trade journals.

Those who have studied the effect of caricatures and cartoons agree that a certain percentage of persons will more readily respond to the appeals thus made than they will to other methods, so "Mickie's" clientele can be enlarged to the advantage of all concerned.

"Mickie" has learned that the readers of the paper and the patrons of the printing office are not always wrong. The "bunch" in the back room and the "boss" himself are as prone to err as sparks to fly upward. He hasn't been around the shop all these months for nothing, and his "dad" Charles Sughroe, says, "Mickie" has caught the boss with his trousers lowered below their normal heighth on several occasions. "Mickie" has discovered that the "chief" is a first-class guesstimator and what he doesn't know about costs of turning out jobs would fill a volume.

But a reformation has come, as they sometimes do, even among printers. Time was when the "boss" argued that nobody could tell him anything about his business, "No siree!" Hadn't he been "at it for more than a quarter of a century? These cost experts, huh!"

"Well," Mickie said one day, "Say, Mr. Boss, what makes you worry about that ghost walking every Saturday? Nobody else around town seems to have any trouble making enough to pay off and stick money in the bank to boot. Seems to me you don't charge enough."

The boss grew angry and ordered the kid off the place, but just the same the remark started the "old man" to thinking. He had heard about a price list others were using, and praising, so he sent for one. "Mickie" strolled in again the next morning and reemployed himself for the steenth time. That was only a few months ago and now—well, the "boss" has been converted. See what "Mickie" says about it.

NEW MANAGER FOR BARNHART'S DALLAS HOUSE

Mr. Horton W. Bransford, new manager for the Dallas house of Barnhart Brothers & Spindler, is well known to the printers of the Southwest, having been connected with the printing trade circles in Dallas since 1901, with the exception of a few years spent with the Barnharts in Kansas City and St. Louis.

Mr. Bransford came to Dallas in 1901 and was for four years connected with the Elliott Paper Company of that city; in 1906 he joined the Barnhart organization and was with them continuously until 1913, when he was transferred to Barnhart's Kansas City house and later to St. Louis.

The new manager is a young man, but of long experience and thorough knowledge of the business, and a wide, intimate, acquaintance with trade in the Southwest territory. He can be depended upon to maintain with enthusiasm and effectiveness the Barnhart policy of efficient service, fair dealing and liberal treatment.

Mr. Dyer, whom Mr. Bransford succeeds has formed a connection with local printers of Dallas, where his great ability and many fine qualities assure him success.

Barnhart Brothers & Spindler's Washington house received recently from the Washington Club of Printing House Craftsmen a letter stating that "At a meeting of this club held July 30th a vote of thanks was extended to your house for the many courtesies shown the club in its organization period; we sincerely appreciate the

Mr. Horton W. Bransford
New Manager Dallas, Texas, House, Barnhart Brothers & Spindler

encouragement and support received from you and take this opportunity to assure you that we shall at all times endeavor to merit the same."

Mr. Seton Kent, manager of Barnhart's Washington House, is a former printer and enthusiast for every move that helps to elevate the art.

A NEATLY PRINTED HOUSE ORGAN

"The Slug" is a neatly printed house organ, issued by the Linograph Company of Davenport.

The typography and presswork are of an exceptionally high order of merit. "The Slug" is religiously a house organ and it plays one tune best: that of urging the installation of a Linograph machine. The melodies are not lullabyes but stirring, vigorous, lively airs; as the following strain is witness:

"You can't always tell what the result of a business transaction will be, and the only way you can estimate its probable outcome is to find out what the experience of others has been. When you find that hundreds of your colleagues have had actual experience along the lines that particularly interest you, then it is time for you to give serious consideration to the lessons their experiences teach.

"There are literally thousands of publishers and printers in this country who employ two hand compositors. Very few, if any, of these would need more than one if they could get their straight matter composition set upon a Linograph. Every last one of them would make more real profit if they had to borrow the necessary cash to get started."

KEEP GOING—DON'T STOP

When someone stops advertising,
Someone stops buying;
When someone stops buying,
Someone stops selling;
When someone stops selling
Someone stops making;
When someone stops making,
Someone stops earning;
When everyone stops earning,
Everybody stops buying.
KEEP GOING!—Exchange.

NATIONAL EDITORIAL ASSOCIATION

H. C. Hotaling, Field Secretary, Mapleton, Minn.
Ten Thousand Members in 1920
All working for a Common Interest

In taking up the work of the executive or field secretary we feel that the fields are ripe for the harvest but that in order to secure the best results—the results hoped for—we must have the backing of every editorial association in the United States. This means that every editor will have to help, to cooperate and boost. Once the organization is placed on the foundation it should command, it will receive the respect and attention to which it is entitled from the powers at Washington. To keep up our missionary work we will need to increase our "Sustaining Membership" class very materially. This auxiliary and aid to the association is composed of men who see the possibilities of our organization, who have a vision of the future and are willing to help by contributing $25 or more annually to building up the work. This fund has nearly reached the $2,000 mark and the work is just being started. There should be at least ten or fifteen newspapermen in every state who will be willing to place their names on this honor roll and cast their bread upon the waters.

Secretary Schlosser writes from Wessington Springs, S. D.: "Don't hesitate to call on me for anything I can do because I see a great year ahead of us and I want to do my part in making it a success."

Past-President George Hosmer of Denver, in an able editorial on the necessity for closer organization among the newspapermen of America, writes: "The newspapers of the country should make haste to get actively and financially behind their national organization, lest they be the last to avail themselves of efficient organization."

Frank O. Edgecombe of Geneva, Nebraska, whose calm, sober judgment can always be depended upon, is already doing what he can to increase the number of sustaining members in Nebraska.

There are a dozen sustaining memberships already taken in Illinois and with the assistance of H. U. Bailey, Willard Carpenter, B. S. Herbert, Harry Hillman, M. J. Seed and others we hope to see it go over the thirty mark.

If you are interested in the great work that the National Editorial Association may do for the welfare of the newspaper business, take a few moments of your time to give the executive secretary a list of your State or District Editorial Association officers. Keep him posted on what your association is doing and when it will meet again.

If there is anything that the Field Secretary can do for the good of the printing industry he is ready to do it if within his power. Write us often and tell us what you think should be accomplished.

Boston has landed the convention for 1920. It should be the most representative gathering in the history of the N. E. A. Plan right now to have your state represented. There will be something doing and a program of real merit.

Print paper is still climbing upward. In Minnesota steps are being taken to organize a co-operative paper house, financed by the publishers, in order to cut out some of the middlemen.

Editors who enjoyed the recent trip through Western Canada should not forget to send copies of their story to the various Boards of Trade and to Hon. Bruce Walker, Winnipeg.

H. C. Hotaling.

AN EXCELLENT ADVERTISEMENT

The following is an advertisement that appeared in the Putnam Patriot of August 15, kindly sent to the National Printer-Journalist by Wm. H. "Souvenir" Taylor of Hartford. The advertisement was centered in white space and was most pleasing in typographical appearance.

"About this time," as the Almanac says, the world is full of pessimism. Some people are pessimistic all the time, with others it is catching. While it is true that just at present things are topsy-turvy, there is light showing on the horizon.

Railroad shopmen will go back to work, trains will soon be running on schedule time, trolleys will soon be with us again, prices of foodstuffs will be given a push downward by Government action, radical labor leaders will lose their influence with saner members of labor organizations, and while no one looks for costs and prices to return to pre-war levels, there must be a readjustment that will permit of a compatible wage and price to be paid.

Vacation time will soon be over, and then down to business. And the point of this column is that The Patriot has not been influenced unduly by the circumstances of the past few months. It has been looking on the bright side. Paper has gone up, ink has gone up, and some other costs have increased, but the office has gone on the even tenor of its way, and getting ready for the volume of business which is ever increased and will continue to increase.

Get ready for your fall and winter business, which is going to be big just as soon as employers and employes know where they stand. Start advertising for fall and winter trade. Stock up on office stationery and advertising leaflets.

The Patriot is the proven best advertising medium in this vicinity. Its ads are "doped out" painstakingly by experienced workmen, and care taken in giving the best typographical effect, its job printing

department is better prepared than ever to turn out artistic work.

Prices are not inflated, and while we cannot quote "the same as last year" on all work, the price is in accordance with quality and conditions, and you may be sure of good treatment.

Start now for fall and winter business.

DEATH OF EDWARD V. MURPHY LOSS TO INDUSTRY

A life of rare quality has been ended by the death of Edward V. Murphy, official reporter of the proceedings of the United States Senate. Few men of his quiet spirit have left behind them so widely a feeling of loss. The nation loses a citizen who served it with singular fidelity and ability for more than half a century. Friends to a number far beyond the number that enrich most men's lives, mourn him as one who earned affection and honor by all his relations with his fellows.

To the Mergenthaler Linotype Company the loss is two-fold. The corporation is deprived of an old and valued director. The individuals of the organization grieve for a loyal companion.

Edward V. Murphy was born in Philadelphia, February 15, 1843. He went to Washington in 1860 and joined his brothers, Dennis F. and James J., who had won reputation as reporters for the Senate, and he had held his post with that body for fifty-nine years when he died.

Mr. Murphy was on the way to his summer home at Keswick on Lake Simcoe in Ontario, Canada, when he became so ill that he was taken from the train to the Homeopathic Hospital in Albany, where the end came, his wife, Mrs. Mary H. Murphy, his daughter, Miss Josephine G. Murphy and his grandson, William H. Murphy, being with him.

In addition to his directorship in the Mergenthaler Linotype Company he was vice-president of the National Typographic Company and a director in the Riggs National Bank of Washington, D. C., and he had only recently retired as a director of the Columbia Graphophone Company.

He is survived by his widow and by six children: James W. Murphy, Miss Josephine G. Murphy, Edward V. Murphy, Jr., and Mrs. A. Hamilton Wilson of Washington, D. C., Mrs. C. Carnahan of Nogales, Ariz., and John M. Murphy of New York City.

TWO BIG "STRINGS"

Latest evidence to the effect that Don Swineheart of the Chicago Tribune knows a thing or two about operating a linotype looks conclusive. On two successive nights within the past ten days or so, he turned in an average of 12,900 ems per hour for six and eight hours respectively. Mr. Swineheart was setting both agate and minion on each of these runs.

MILLER SAW-TRIMMER COMPANY ENTERTAINS

The continued expansion of the Miller Saw-Trimmer Company of Pittsburgh, Pa., has made necessary the taking on of another entire floor of the Point Building—for a number of years the home of Miller products.

The event was celebrated on Tuesday evening, August 26th, in characteristic Miller Style. Before moving in the equipment for their assembling department, the first floor of the building was prepared for a dinner and entertainment, to which the more than fifteen hundred associates of the Company were invited, together with the members of their families, the best girl of the younger men and the sweetheart of young ladies comprising the office and factory force.

The bare floors and walls of a factory building were temporarily transformed into a handsome banquet hall—the floral and flag decorations for the time being made the workers forget the daily toil of the factory, and on every hand expressions of delight greeted the management and amply repaid their efforts.

Over seven hundred persons enjoyed, first, a splendid course dinner, then an entertainment provided entirely by different members of the factory and office force and then finished the evening with a dance, closing one of the most enjoyable evenings ever provided by the Company.

The customary speech-making on an occasion of this kind was limited to a very short address of welcome by President F. F. Nicola, who, in his happy style, told briefly of the achievements of the Company in the past, prospects for the future and the part his associates—machinists, salesmen, erectors and office was expected to contribute to its continued progress. One announcement that came as a pleasant surprise was that plans were being considered for giving every associate now paid on an hourly basis a vacation of two weeks each summer with full pay and it is hoped that full advantage will be taken of this privilege.

Mr. Nicola was introduced by Mr. Paul C. Dunlevy, Vice-president and Treasurer, and the assemblage was given to distinctly understand that it was "their party" to enjoy to the fullest extent.

In addition to the factory and office organization, a number of salesmen and erectors from nearby points attended and got their first impression of Miller hospitality.

FRED A. CRAPO, NEW ST. PAUL MANAGER BARNHART BROS. & SPINDLER

Mr. Fred A. Crapo, who has just been appointed manager of Barnhart Brothers & Spindler, St. Paul, Minn., has been for some years dean of the sales force of the Chicago house. Mr. Crapo entered the service of the Barnharts about twenty years ago as mail clerk; but he did not remain long in that position; he early developed ability in salesmanship and after some training in other departments was made a city salesman. He made good—very good, and has now been chosen for the responsible position of manager in the St. Paul house—a deserved recognition of his unusual abilities He is affable, courteous, obliging, capable and thoroughly familiar with every branch of the printing supply business.

Mr. John Brandtjen, whom Mr. Crapo succeeds, has gone into the automobile business for himself, after a long and creditable work for printers among whom he has made a multitude of life-long friends.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

FOR SALE—JOB OFFICE, INVENTORYING $1,450. Good location; nice business. Quick sale price, $1,350 cash. "BARGAIN," care National Printer-Journalist.

FOR SALE—GOSS COMET, IN FIRST-CLASS ORder. Price, $4,000. Can be seen running in New York printing office. Premier & Potter Ptg. Press Co., Inc., 33 West 42nd St., New York, N. Y.

FOR SALE—GOSS COMET PRESS, IN SATISFACtory condition; together with eight chases. Equipment now in use. Price, $4,500 F. O. B., Wichita Falls, Texas. Address J. H. Allison, The Record, Ft. Worth, Texas.

FOR SALE—39x52 Four Roller Whitlock Two-Revolution Press, thoroughly overhauled and equipped with front fly delivery, slitter, counter, jogger and all usual accessories. Just the size for 7-col. quarto newspaper. Will do finest book and job work. Simple, exact and enduring.

PREMIER & POTTER PTG. PRESS CO., INC.

New York	Chicago	Boston
33 West 42nd St.	343 S. Dearborn St.	10 High Street

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us

Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.

Strengthen Your Advertising Literature

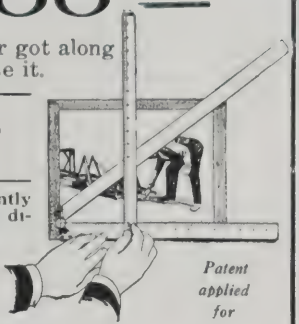
Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your plans or literature for preliminary analysis and quotation—no obligation.

ROSS-GOULD
Mailing Lists St. Louis

YOU, TOO—

will wonder how you ever got along without one, once you use it.

The "Telzit"



A Proportion Slide Rule for instantly determining in advance the exact dimensions of coming cuts.

Here's what R. L. Alger, General Manager Printing Dept., Geo. E. Cole & Co., Chicago, says of the "Telzit": "It's invaluable. Don't know how I ever got along without one"

Patent applied for

TELZIT SLIDE RULE COMPANY, (not Inc.)
Monadnock Bldg., Chicago

Printing Machinery

Guaranteed Drum, two revolution newspaper and job presses.

Paper Cutters, Motors, Stitchers, Folders.

NEW AND REBUILT

Send for our lists and cuts of machinery and equipment.

LARGEST STOCK IN CHICAGO

WANNER
MACHINERY CO.
A. F. WANNER PROP.
714-716 S. DEARBORN ST., - - CHICAGO, ILL.
215-223 W. CONGRESS ST., - - - CHICAGO, ILL.

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. & Mfr.
60 Dunne Street, New York
From us or your dealer. Free Booklets.

VISE GRIP

Megill's Patent
DOUBLE-GRIP GAUGES

DIRECTORY OF ASSOCIATION OFFICERS

As changes are made, and new officers elected, Secretaries will aid the cause of organized Association effort by sending the information to the NATIONAL PRINTER-JOURNALIST, the official organ of the National Editorial Association.

ALABAMA PRESS ASSOCIATION:
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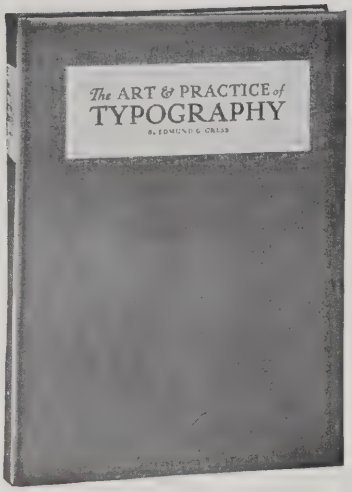

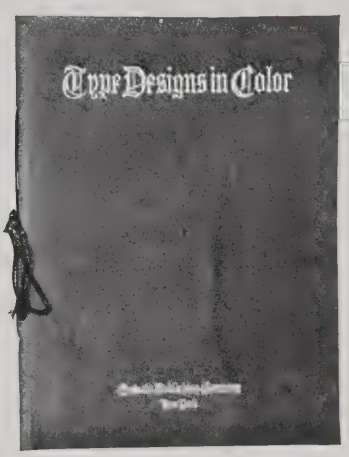

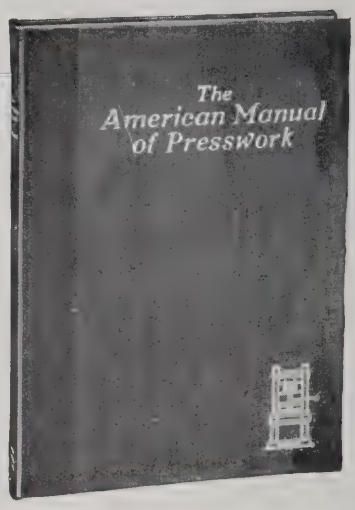

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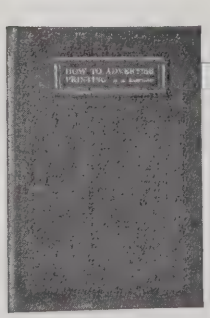

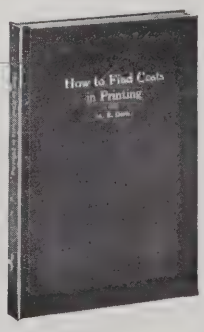

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NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SEVEN CHICAGO, ILLINOIS, OCTOBER, 1919 NUMBER TEN

THE THIRTY-FOURTH ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION

By George Schlosser, Secretary, Wessington Springs, South Dakota

THE National Editorial Association in its Thirty-fourth Annual Convention was called to order in the Elks' Temple, city of Portland, Oregon, Saturday, August 9th, 1919, at 9:30 A. M.

President Guy U. Hardy, Canon City, Colo., presiding. An invocation was offered by Rev. F. B. Short of Portland. After calling the meeting to order, President Hardy delivered his Annual Address, as follows:

Hon. Guy U. Hardy
Canon City, Colo.
Thirty-fourth President N. E. A.

IT is too bad to break in on your long and glorious joy ride in and around and about this wonderfully interesting country with a set serious program. But it must be done. We have a program that is worth coming miles to hear. We have been very considerate of your time. We have given you twenty-eight days of ride and pleasure and only three days of program.

I want to congratulate you on belonging to what I believe is the largest editorial association in all the world. And I want to thank you for the honor you have conferred upon me. It is a signal honor to serve as president of this great organization.

I have the highest regard for our profession. I believe there is no greater. The newspaper business is the best business in your town. The editorial profession is the best profession in your town. The newspaper man is the biggest, best, ablest and most influential man in your town—if he is big enough for his job.

The editor out-distances the lawyer, doctor, teacher, preacher or politician in his influence for good in his community. He reaches and influences more people than all of them put together.

He has a higher standing, a higher rating, a higher credit and often has a larger bank account than most of the business men who advertise with him—the old-fashioned traditions to the contrary notwithstanding.

The measure of success is not the money made. But a profitable going business—a money-making newspaper has ten times as much influence in any community as one that is run down at the heel.

This Association has hundreds of members who are the leading prosperous citizens in their home towns. So I compliment you on being among them—and I count myself fortunate in being here with you.

Since last we met peace has come, and with it new problems. A year ago publishers everywhere were scared to death. But few were seriously hurt and many have built up successes undreamed of. The wise publisher kept his selling prices up with producing costs and profited thereby.

And so with the continued raising of scales and costs of material—the publisher must keep apace.

Most of the worries everywhere are founded on fear of things that never happened. And I believe that the publisher will meet the situation as he comes to it and conquer the difficulties in the way of success. Just as I believe that the people of this great country will meet the problems of reconstruction and give us the best possible solutions.

Most of the members of any association know little of the inside workings of the association. It is the same with this great organization. Many members attend the annual meetings and enjoy the entertainment and the travel, but forget the workings of the association after they return home.

But somebody must be on the job—somebody is working for you. And the better men you place in care of these responsibilities the better will the work be done.

In one year the savings effected by those looking after your interests in the print-paper question saved you more money in a single year than you have ever paid into this association, and some of you more than all your trips have cost.

This past year the drastic order by the War Industries Board in relation to the saving of print paper was re-written by a member of your Committee and its effect was never felt in the country field. Somebody was on the job. This was the result of a notable conference of publishers of the country called at Chicago by your president on July 30th last year.

This Association has justified its existence during the past thirty-three years. It has made its influence felt. But to give this organization the standing and influence it needs, to be of most benefit to the newspapers of this country, it should have some organization and a more liberal financing.

Your Executive Committee held a noteworthy meeting at Chicago in February. Every member of the committee except one who was ill was there—and they came from the Atlantic and the Pacific and States in between, at their own expense.

For a whole day these problems were discussed.

It was agreed that the plan of co-ordinating the various state and local associations with the National at minimum dues was a good thing and should be kept up. But that its success will depend upon having an Executive Secretary in the field all the time.

It was recommended that increased financial support be provided through a class of Sustaining Memberships of $25, $50 and $100 a year. But that these cannot be gathered up without a man on the job.

And it was agreed that if this Association could employ regularly an Executive or Field Secretary, the benefits derived therefrom would make the financing easy.

The work to be done is large and the fields of opportunity many.

The print-paper question alone needs constant attention.

Such a secretary could spend much time profitably visiting the state associations and helping to stimulate organization and co-ordination.

I have no hopes of this Association ever maintaining an advertising agency, but I believe that such an active organization could interest and direct some business to the members in that line.

Be it far from me to suggest an "insidious lobby" at Washington, but nevertheless I believe that ours is about the only great industry or organization that has no live scout at the national capitol.

I have not much sympathy with the fight we used to make on the Government printed stamped envelopes. But there are many things cropping out in any legislative body that are handled by people unacquainted with the publishing business.

We have talked these things over at several meetings, notably the last two or three, but our conversations are short and far apart and we forget much in between.

So, as a final recommendation, I urge you at this meeting to select the strongest executive committee possible and to empower it to go ahead and do this business along the lines we have been talking, and are practically all in favor of. I am confident that this committee, together with the Executive or Field Secretary, that it should select, can finance the proposition and can lead your association into a big and prosperous development.

A motion was offered by Mr. Wilke that the President's Address be referred to a special committee for study and the committee report back to the Convention. Motion prevailed.

After an informal discussion, the President named the following convention committees:

Resolutions. L. S. Whitcomb, Minnesota; Wallace Odell, New York; J. C. Gillespie, Iowa; R. P. McIntosh, New York; F. O. Edgecomb, Nebraska; Frank P. Goss, Washington.

Credentials. J. C. Brimblecom, Massachusetts; John Rogers, Tennessee; A. L. Etter, Pennsylvania; W. W. Aikens, Indiana; W. J. Skidmore, Missouri; E. E. Brodie, Oregon.

Necrology. John Gairing, Illinois; J. A. Richardson, Mississippi; E. L. Peterson, North Dakota; Will A. Steel, Alaska; C. L. Coward, Wisconsin.

Auditing. Geo. Marble, Kansas; I. G. Stafford, Colorado; Fred Allsopp, Arkansas.

The President introduced Mr. Irvine, editor Oregon Journal, Portland, who addressed the convention in an eloquent and forceful manner on the subject: "Our Calling." He traced the duty of the American newspaper in a world crisis that, if not actually present, is soon approaching. He said, in part:

"I see a crisis approaching in the world. Not more than thirty years ago all wealth was in the hands of a few, the election was in the hands of the employer. He compelled or bought the votes from his employes. Unless they did as he wished they were at his mercy. Federal officers began to investigate this condition and as a result we have today the secret ballot. We have higher national ideals, the people are more intelligent, better morally and interested in civic questions. James Bryce has said, "America is ruled by public opinion, and the newspaper men are the agencies which mould this opinion." This is mainly done through the editorial column. On the editor's shoulders rests a grave responsibility. He should wield his power fearlessly and develop the people along nobler lines.

"The success of the present war owes the newspaper men a substantial reward. It was the newspaper which brought the news of the war before the people and kept alive the sparks of patriotism. Europe today is a mad house. The army of the central powers through mad illusion lost confidence and degenerated into the life of the tribesman. This republic's tasks are greater, the boys who died in France have started to perfect the ideals of the world and we must finish them. America has the chance to control the destinies of the nations. Therefore I urge that you remain staunch in upholding the right during this period of unrest."

Mr. Geo. W. Marble, editor of the Tribune-Monitor, Fort Scott, Kansas, was the next speaker, taking as his subject, "The Community Evener," briefly outlining his ideas of how the newspaper should be an equalizer in community contentions. He said in part:

"The tendency toward business or bank factionalism in the average American town has developed to an extent that seems to justify suggestions of overcoming it as a handicap, not only to the material prosperity of the community, but to amity and often social order. It is doubtless a common experience of the small-town publisher to find himself either purposely or inadvertently aligned on one side or the other of a partisan contest between financial groups, for financial and possibly politi-supremacy. This is particularly true in communities where circumstances appear to offer opportunity for a newspaper to gain an advantage over its competitor by such an alignment.

"The possibilities of a newspaper's usefulness, as well as of its earning power, are largely contingent upon the progress and prosperity of the business interests in its field. The town whose business men persist in a course of personal rivalry cannot be as good a town for a newspaper as it would be with all its forces cemented in a movement to extend its trade territory and create new business. Energy devoted to the extinction of a competitor is wasted. Energy spent in constructive effort to build up business for the town, while benefitting the competitor, also benefits the builder. A competitor's prosperity means opportunity. To destroy a competior's business is ordinarily but to minimize the possibilities of the growth of one's own business.

"There is something in our business system conducive to industrial factionalism not at all based on any rational theory of competition. I do not refer to any of the legititimate means by which business is developed, but to that sort of indefinable spirit of industrial conquest which finds expression in the organization of factional relationships upon the principle that there is no opportunity for one to get ahead if another prospers. These relationships originate from mere personal dislikes or prejudices, and are permitted to lead men into extremes of affront or reprisal that involve their community in hurtful strife, the effects of which become permanent in too many cases.

"It is a peculiar fact that most of this factionalism centers around financial groups in the larger centers and around the banks in the small city or town. I venture that in four-fifths represented here the conditions I have described prevails to a more or less emphasized degree. So institutional is this difficulty that the community not divided by the conflict is an exception. And so it becomes a topic interesting to the newspaper, traditionally charged as the newspaper is with a responsibility greater than that of any other influence except the church for the promotion of the public good.

"I have a vision of the newspaper that can step in here and render a potent service to its community by effectively discouraging such strife; of a newspaper that will itself diplomatically avoid factional alliances, and in a dignified and constructive way undertake to give to its town a conception of the tremendous benefits that accrue from a realization of the folly of them.

"The country publisher who enters sincerely, dispassionately and frankly upon a study of the paramount needs of his field—prompted either by selfish motives of business success, or by a passion to build—will probably discover in this condition I have described the most hopeful possibilities. He will find that in order to accomplish things he must be disinterested and frank, always willing to recognize two sides to a question, and fair enough to grant at times the possibility of his being amenable, himself to disillusionment in respect to matters involved."

* * *

Mr. Harry Hillman, editor of the Inland Printer, delivered an interesting address, the subject being, "The Rainbow's End for the Newspaper Publisher."

Among the thoughts presented by Mr. Hillman were these:

"At the end of the rainbow there is a pot of gold. At least, so we were told in our days of nursery rhymes and fables. How we may obtain that pot of gold has been a matter of concern to us throughout the days of our struggle onward and upward. It is a good thing to have some objective constantly in mind, and it should be a high one. We may never attain it—in fact, we may fall far short of it. But working with some object before us we naturally strive harder, put forth more effort, and reach a much higher goal than if we merely plug along without any special aim in view.

"At the risk of repeating an oft-used statement, let me say right here that there is no other industry, business, profession, or vocation, call it what you will, that is of such vital importance, not only to the world of industry, but to every phase of human activity, as is that of the printer and publisher. Yet, how many are there engaged in this work who actually realize that fact, or look upon their work from that standpoint? Let us be honest with ourselves. I believe you will agree with me that there are comparatively few, very few, indeed, who have given any thought to the great importance of the printed word in every walk of life.

"As we look back over the pages of history, linking up the history of the development of printing with the history of the progress of mankind, we find that as printing has been allowed to flourish, man has made greater and more rapid progress, civilization has advanced, while when printing has been submerged and efforts have been made to prevent the spread of the printed word, mankind has retrograded.

"It is unnecessary to dwell at any length on the great importance of the newspaper—your product. However, more emphasis should be placed upon the fact that the newspaper is an important factor in any community. Take the newspaper out of a town or city and what would be the result? We do not need to say. I have always maintained that no other single factor is so vital to the welfare of a community, either from the standpoint of developing the business interests or the home and social life.

"It seems to me that newspaper publishers should take greater cognizance of the fact that there is nothing that gets right down into the very lives of the people in any community to as great an extent as does the newspaper.

"We have had sufficient evidence of the important part taken by our newspapers in the work of arousing our people to the seriousness of the situation during the past few years, and in putting over the various campaigns and drives for war purposes. We have read time and again of the important work done by newspaper publishers in many and varied ways.

"Yet, in the face of all this evidence of the vast importance of the daily and weekly press, I ask you, does the remuneration of the average publisher of our smaller daily and weekly papers measure up in proportion with

the great work they are doing? I believe you will agree that it does not.

"It is not by any means my intention to give the impression that I believe printers and publishers are not good business men; or that they are in the class with paupers. It is a fact that there are many who have built up good paying businesses. Nevertheless, it is also true that by far too many printing and newspaper publishing establishments are not paying as they should. There is far too great a tendency to conduct the business on the basis of what the customer will pay for the product, rather than to sell it on the basis of what it is worth to the customer.

"The country publisher, to a very large exent, has devoted so much time and energy to other interests in his community that he has been prone to neglect his own. As evidence of this, here is a paragraph from a letter sent out by a state press association secretary during the early part of July: 'If you have not sent in your bill for the June advertising, do so at once so I can get our money from the manufacturers' association and pay you. I can't remit until I get all the bills, so if you don't get your money, cuss some slow poke who hasn't sent in his bill, not me nor the Manufacturers' Association.'

"Let me quote from a prominent newspaper publisher:

"'There can be no superstructure of general welfare until a practical foundation of financial success has been built. But this does not need to imply that the editor who adopts this policy is lacking in a conscientious appreciation of the service he owes the public. I care not how high the qualifications of the editor may be as a writer, and how lofty may be his ambition for wielding an influence for good in his community; unless his newspaper contains a mixture of practical business it will not measure up to the standard that the present age demands.'

"Fellow publishers, I believe that this last phrase sums up the entire message that I would like to drive home today: 'Unless his newspaper contains a mixture of practical business it will not measure up to the standand that the present age demands,' and, we may well add, he will go a long way before he will reach that 'pot of gold'—remuneration for his services that is commensurate with the standard of living to which he is entitled.

"If there is one thing more than any other that I would like the opportunity to do, it would be to go from one end to the other of this land and preach a very short sermon, with all the force and power that I could summon, wherever I could gather a group of printers and newspaper publishers. That sermon would be along these lines:

"Study your business thoroughly from the standpoint of its importance, both to the business interests and to the general development of the community, as well as to the home life. Get the proper conception of the vital part your product plays in every walk of life. Then, in the name of all that is reasonable, bolster up your courage and sell your product on the basis of what it is worth as a builder of business for your customer, and in your dealings with the customer emphasize the importance of your product in the building up of his business.

"When we reach this stage we will have traveled a long way toward the 'end of the rainbow' and reaching that 'Pot of Gold'."

Mr. E. B. Piper, editor of the Oregonian, Portland, one of the American editors delegated to visit the battle fields of Europe, gave a very interesting account of his experiences abroad, saying in part:

"I was one of the editors privileged to go to Europe and view the British activities. It was then I received an idea of English journalism. We were entertained at the Savoy Hotel in London at a banquet. Several prominent personages of Great Britain were present and delivered addresses. Our American spokesman in his speech mentioned that greatest of Americans, Abraham Lincoln. The following morning I eagerly scanned the newspapers for an account of the previous evening and to my surprise the speeches rendered by the English lords were in word for word, while the visiting editors were scarcely mentioned. What great men say in England is news.

"We visited France and Belgium, those war-stricken lands. The sights we saw were pitiable. Whenever Americans were heard of the faces of these people lit up with joy. They remembered the boys who had fought so gallantly at Chateau Thierry, Argonne, and St. Mihiel. The Americans showed no cowardice, they seemed to have a divine spark of duty and loyalty embedded in their hearts."

Mr. Piper related many experiences and commended the work of the Red Cross, Salvation Army, K. of C. and Y. M. C. A.

* * *

Mr. Harvey Ingham, editor Des Moines Register-Tribune, spoke next on, "The Larger Outlook." His address made a deep impression and aroused much favorable comment. Among other things Mr. Ingham said:

"In the days of Caesar two beginnings were made of enormously greater significance than the making of roads, or the sailing of ships.

"A gospel of good will, a gospel I believe that came as the expression of the benevolent purpose in the universe, was preached in the valleys of Judea, and the injunction was laid upon those who believed to go to the ends of the earth and preach this gospel to every creature. For nearly 2,000 years that injunction has been taken literally. I shall not stop to summarize the work of the Christian missionary as an agent of inter-communication. The suggestion is enough. Leigh Hunt once said to me that we could never have opened the gold mines of Corea if it had not been for the missionaries who had gone before. Those who know best assert that commerce instead of following the flag has followed the missionary. The missionary has been the advance agent everywhere.

"The second beginning of Caesar's day that meant more to the world than roads or boats was the erection by Julius Caesar of a modern billboard in the heart of the Roman capital where busy scribes from hour to hour wrote out the latest news of the empire. Ferarro speaks of this as the beginning of the modern newspaper.

"How many of us stop to consider the significance of the space Henry Hallam gives to the time of the discovery of making paper out of linen, in his survey of Europe during the middle ages? How many of us stop to consider the significance of his statment that movable types were the 'most important discovery recorded in the annals of mankind.' If paper had not been made before printing, movable types would have been relatively valueless. The two came almost together, paper, as was proper, a little before.

"How many of us stop to consider the declaration of American independence, the publication of Adam Smith's "Wealth of Nations," and newspapers of general circulation as contemporaneous events. A coming together of world liberty, world commerce, and world intelligence.

"Look at the sequence of events that began with the making of modern paper, the invention of movable types, the almost contemporaneous use of steam locomotion by sea and by land, the electric telegraph, the telephone and the wireless, measure all of these in the distribution of world intelligence, world commerce and world liberty, realize that men are yet living who have witnessed the introduction of the practical use of all these agencies, and then attempt to set limits in the light of the last hundred years to the possibilities of the future.

"Consider the fact that the United States and Canada have 250,000 miles of railroad to 290,000 for all the rest of the world beside, consider the fact that the United States alone has two million and a quarter miles of telegraph wire to three million one hundred and fifty thousand for all the rest of the world beside, consider the fact that of the 56,000 newspapers published in the world 24,000 of them are published in the United States and Canada. Is it hard then to understand why in the United States and Canada all races, all creeds, all conditions of life are met in friendly competition, is it hard then to understand why in all the world the 3,000 miles of boundary between Canada and the United States is the one boundary unmarked by fort, by soldier, by gun or fleet?

"Why should we take on discouragement because all of the world has not been reached, because even Germany has been able to maintain part of the isolation of savagery in the greatest century of human advance? The marvel of the last hundred years is not that so many have remained behind, but that so many have moved forward. The marvel is not that the isolation of Germany, an isolation of speech, of historic traditions, of folk lore, of inheritance from Attila, of commercial rivalry, precipitated Germany into a world struggle of the middle ages, the marvel is the unanimity with which the rest of the world has recognized the common danger, and joined in a common resistance.

"What was the most serious invasion of Germany that was proposed and the one most resented by the German war leaders? Was it not an invasion by airplane, carrying documents to be dropped into the villages and cities and along the highways, informing the German people of the purposes of the allied powers? Why did the German war leaders issue such drastic prohibition against picking up or being found in possession of documents of this sort? The spread of intelligence is against the very thing the German war leaders were trying to perpetuate, and they recognized it just as promptly as we. If the rest of the world had newspapers as the United States and Canada have them, does anybody believe this war would have been possible? Does anybody doubt that if Texas and Maine were separated by ignorance of each other as most of the countries of the old world are separated that maintaining the American union would be the most difficult problem of our times?

"Every agency of modern civilization is an agency of intercommunication, and of them all the newspaper is by far the most important. The newspaper is wrapping the world with a band so fragile that it will hardly bear the tension of the perfecting press and yet more powerful than any band of steel. The newspaper goes faster than the steamboat or railroad train, it carries the message of good will to ends of the earth the missionary hardly reaches, it stimulates thought among millions who never enter a school room door, it teaches political economy to men who have never been in trade, it takes commerce to ports that boats have rarely entered, it upholds the beacon light of liberty to millions who will never look on Bartholdi's statue. The newspaper is the joint product of the greatest inventions of man and in turn paves the way for the utilization of every one of them.

"But too much of this has been an unconscious service, the point I urge today is a conscious service. What I urge is an intense realization of the future that is before a world humanized through the spread of intelligence, through the spread of the gospel of good will, through the expansion of commerce, through the intermingling of races, through the stimulating of thought, through the friendly rivalries of civilization. If you and I can once see that this universe was built on right lines, for wise purposes, can once see that man has been working his way slowly but steadily up and out, can once see that history is not a jumble of unrelated incidents but the unfolding of a large plan of human progress, can once see that multiplying agencies of uplift have marked the forward march, and that among them all the one we are responsible for is in many ways most important of all, we shall not be staggered by the passing upheavals of savagery, less and less frequently as the centuries pass, but shall rather be confirmed in a mighty purpose to do our part so intelligently and well that the human mind cannot contemplate these repeated upheavals without such horror as will make them in their coarser forms impossible in the future, and in a near future at that."

* * *

Mr. J. C. Brimblecom of Massachusetts gave notice that he would offer amendments to the by-laws governing association affairs at the next session.

Announcements followed, outlining the program for the balance of the editors' stay in the city of Portland, after which Convention adjourned to reconvene in the city of Seattle, August 15, 1919.

SECOND SESSION

Seattle Press Club, Seattle, Washington, Friday, August 15th, 1919

Meeting reconvened at 10 o'clock A. M., pursuant to adjournment.

The program opened with a musical selection by the Seattle Municipal Band and the singing of "America, My Country," with band accompaniment.

President Hardy, presiding, called the meeting to order.

Mr. Frank P. Goss, chairman Washington State Committee, extended the welcome on behalf of the federated organizations and local committees, public in general, saying in part:

"Mine is not the speaking part. We promised you at Arkansas that if you came west we would extend a real western welcome. All of Washington welcomes you and especially the city of Seattle. In spite of all the inconveniences which you might have been subjected to, I believe that Mt. Rainier has compensated them. Our time is yours, we are at your service. We realize that you are a long way from home but we will endeavor to make you feel at home here."

Mr. E. A. Batwell, President, in behalf of the Seattle Press Club, extended the "glad hand" saying, in part:

"It is not customary to say very much in giving an address of welcome and I will not break the custom. I first wish to apologize for the shabby surroundings in which we were forced to entertain you. The reason is because of obnoxious legislation which reduced our membership. I wish to say in behalf of the members of the club that what we have is yours. I hope that you will leave our city with kind thoughts for us."

Mr. A. B. Gardner, vice-president of Washington State Association, extended a brief address of welcome in which he said:

"We all know the shortcomings of the newspaper men, but they usually play a square deal. I must reiterate the welcome already extended to this land of mountain and timber. We are glad you have chosen a real country for your pleasure trip and we are here to bestow any favor possible upon you."

Mr. Edwin M. Connor, President of the Washington State Press Association, extended a cordial welcome, saying in part:

"We know that you have been having one grand time and are glad you have come to Seattle to share the hospitality of the Evergreen State. Mr. Goss and Mr. Cuthbert have been working faithfully for months and to them great credit should be given for the success of this program. I wish to announce a special favor to be conferred upon the association through the Skinner & Eddy Co., the changing of the name of a ship to be launched from the "Elkton" to the "Editor." In behalf of the State Association, the Chamber of Commerce, Press Club, we welcome you as our guests."

Mr. H. C. Hotaling, Past-president, in behalf of the National Editorial Association, responded to the words of welcome, saying, in part:

"It is certainly a pleasure to the members of the National Editorial Association to have received so gracious a welcome on the part of city government and the commercial organizations of the metropolis of Seattle. But it is no more than we expected, as this is not the first visit of many of us to this thriving city, the gateway of the Pacific Northwest. We are glad to be again enjoying your hospitality and generous western welcome.

"During the interval since our last call our eyes have been riveted on your city. We have noted the steps forward. The big ship contracts and the thorough business manner in which you set out to do your part in the world war. We all stood up and took notice, yes, and took off our hats too, to the brand of Americanism promulgated by your loyal mayor, Hon. Ole Hanson. We do not know where Mayor Hanson was born and we don't care much for we like what he stands for. Personally, as a Minnesotian, I will claim him for Minneapolis, the home of Hansons, Nelsons, and Johnsons, all good loyal fellows, too. Minneapolis and Minnesota also gave to your city that grand old veteran of journalism, Allen G. Blethem, who during his life was a power in building up this wonderful northwest with his daily.

"Then years ago we were told that this city had reached in thirty-eight years a development that took New York two hundred and seven years to accomplish. We thought that a strong statement, but it must have been true for a preacher made it. But if true, then how much more so now. Seattle is the acknowledged leading business city of the Pacific Coast, the key to Alaska and the doorway to the Orient. We are, indeed, glad to have the opportunity of coming back here and witnessing for ourselves the wonderful development of a wonderful city and wish to thank you for your courtesy, your kindness and your unbounded hospitality. We like to be thus remembered not as strangers, but as nation-wide travelers who know a good thing when they see it."

At the conclusion of the response by Mr. Hotaling, Mr. C. E. Adams of Colorado came forward to the platform and on behalf of the Colorado Editorial Association, presented President Hardy with a gavel. In the course of his remarks Mr. Adams said:

"As a representative of the Colorado Editorial Association, I wish to present to you a token of our appreciation of your good work performed for this organization, of the honor conferred upon us through your present position in the National Editorial Association and to show our esteem for you. Accept with this gavel our sincere wishes. I wish to inform the audience that this gavel was made from Colorado's materials. The face of the gavel is marble taken from the largest marble quarries in the state and the handle is a product of Colorado's forests."

* * *

Mr. J. E. Gratke, editor of the Astoria Evening Oregon Budget followed with a talk on, "The Relation of the Country Newspaper and the City Press," extracts from which follow:

"The first essential thing for a great fraternity like the Editorial Association, is to look around and see if any of its family is in distress. The poor we always have with us. The Chicago-Tribune has been libeled and fined six cents in a million dollar damage suit. Let the members of this Association relieve the distress. Are there any among you who would refuse succor to the down-trodden? The Tribune needs help. Let us send them sufficient to pay their fine, in return for this philanthropy the Association might receive a donation equal to the cost of the suit brought by Henry Ford.

"I am proud to be among the few Oregon newspapermen to come to the State of Washington with the National Association. There are forty-two States represented. The east has come to the west. The members have been feted and dined until a serious meeting like this in the Seattle Press Club looks like a drunken logger with a plug hat on.

"The editors might offer a little prayer for the loving affection bestowed upon them on this auspicious occasion.

"But while we are assembled for the Thirty-fourth Annual Convention, let us grasp the opportunity to get a little closer together. Let us understand each other like the butcher, the baker and the hodcarrier.

"There are 24,000 newspapers in the U. S. and Canada that are playing the game alone; each for himself, trusting to God and a few marines to keep the ship of state afloat. The field of journalism is strewn with wrecks that looks as desolate as No Man's Land without any preachers to deliver the funeral rites.

"The metropolitan press is playing the game against the country editor. The city paper has a selection draft all its own. Whenever the big daily needs a reporter, manager or genius to guide its destinies, it looks to the country. The home paper is the poor man's college; it supplies the energy of the newspaper world, and yet no credit is given the country editor for his energy or zeal. But it is pleasant to hear some measure of credit even at the editorial conventions.

"President Hardy in his annual address offered a suggestion that should not be allowed to pass unnoticed. It was in short to establish an executive board to sit in

judgment upon the conduct of newspapers; to create a spirit of coöperation; to provide an evangelist to teach the spirit of business; create a bureau of information; direct legislation, and establish a purchasing department.

"The metropolitan press is strongly entrenched, yet it leans upon the country press for its support, without ever giving a thought to the elements that enter into the conduct of their business.

"The country press in turn is keyed up to giving more than they receive; are harassed with higher prices for print paper; cajoled by labor, frowned upon for their homely mention of the simpler things in life and not even a friendly look is returned.

"The time has come for a revision of the newspaper policy of the United States. The editorial policy of the metropolitan press has not progressed in keeping with the mechanical department. Today many of the smaller country newspapers are equally as well equipped as their bigger brothers. I can recall a number of small offices in Oregon where there is not a line of movable type—their entire production is by improved machinery.

"No progress has been made to equal this in the editorial department. Men come and go as of yore, writing the same old bunk from day to day without any aim toward a higher standard of literature. There are as many public assassinations in newspaper offices as there are bolsheviks running at large.

"If a dude runs away with a rich man's daughter, or a dog bites a cat in front of a movie theatre, the average paper will print the pictures, tell the horrible details, burn up a bunch of space on the front page, presuming that an innocent public enjoys the artificial and barbaric sensation.

"If in turn an industrial giant blows into town with an idea and builds a sky scraper, or if he has a factory that will give employment to 100 men, he is told to go to the business office and see the advertising manager. Nothing doing in the way of a news story.

"I believe the day is near at hand when the metropolitan press will have to trim its sails. The shortage of paper pulp will do it. The demand for a higher standard of ethics will foster it. I venture to say that the day is not far distant when the Sunday paper will have lost its attraction on account of its bulk and bunk. The Sunday paper with its 75 to 90 pages might be a money-maker for the proprietor, but it is not representative of the true meaning of what a newspaper should stand for.

"The schools of journalism as established in many of our universities are doing more to stimulate the higher ideals required in editorial work that any other agency. They should be encouraged. State aid should be given and the press of the country should stand behind them.

"I would go one step further. The various high schools throughout the nation should have a department of journalism to inculcate the art of printing and writing in capable students as another avenue in which to find profitable sources of employment.

"Newspapermen should lend their aid by supplying the intelligence department in the high school; state aid should be fostered to secure equipment with which to illustrate the many departments. Lectures should be given at intervals so as to acquaint the student with the newspaper world. This done and the journalistic world will never be found wanting for men or ideas."

* * *

It having come to the attention of the meeting at this period in the program that Henry Ford of Detroit had been awarded a verdict of six cents in his suit against the Chicago Tribune for $1,000,000.00, Mr. Benjamin Herbert moved that a contribution of the amount be received and the Secretary authorized to transmit the same to the Tribune management in liquidation of the damages. Motion prevailed and the Secretary carried out the instructions of the convention.

Mr. Geo. E. Hosmer, of Denver, chairman of the Legislative Committee, was introduced. Part of Mr. Hosmer's report follows:

"It is now practically fourteen months since I talked to you at the Arkansas meeting of the work being done by the legislative committee of this Association. During that time events of great moment have taken place. We feared when discussing the time and place of holding this meeting that the war would be very intense in 1919 and that it would be impossible to hold the meeting.

"This shows how little any of us can fix future events, for in less than five months from the time of that meeting the armistice had been signed. With the coming of peace, however, not all the problems of the publishers have been solved. As yet we are paying war prices on print paper and expenses are continually mounting higher, and it is ,therefore, up to us to increase our receipts or fail in our business endeavors. During the past fourteen months I have visited the meetings of state editorial associations in many states, as well as visited with the leaders in the newspaper profession in many other states. In addition to this letters have been written to all officials of state and district organizations and an effort made to line up in one compact organization the thousands of newspapers that need our help as a national organization.

"Since our last meeting I have made three trips to Washington in the interests of the newspapers of the country, at one time in conference with the War Industries Board, at other times in conference with Congress and the Federal Trade Commission. So far there are no material signs of reduction in the price of print paper, and during the past month or two prices have advanced slightly on the open market, and there are threats of a further advance this year as well as a higher price next year, caused by extra heavy consumption of paper, particularly by the big city newspapers during the past few months. It looks as though the manufacturers were trying to curtail production and create another panic market such as they had in 1916 and early in 1917, and thereby boost prices. There was a slight surplus of paper accumulated during the first six months of the year.

"The Attorney-General has asked the United States Court for a rehearing as to the prices fixed last year. At this hearing it is expected to be able to prove that there is not any necessity for the present prices. The Federal Trade Commission, when the price was fixed, insisted that the price ordered by the Federal Court was too high and too great a percentage of profit was allowed the manufacturers.

"You will remember that the present prices of $3.75 per 100 lbs., F. O. B., mills, on roll news and 40c more on sheet news, was the price fixed under the orders of the United States District Court of New York. The Federal Trade Commission had previously fixed a price of $3.25 and $3.65, from which the manufacturers appealed, and on this appeal the Court ordered the increased price.

"One of the best posted paper dealers in the United States told me not long ago that he thought there should be a small decline of perhaps ¼c per lb. on print soon

after peace was officially declared. His opinion corroborates mine to the extent that we cannot hope for any great reduction until the material used in the manufacture of paper that was produced at the high cost of production prevailing during the past year is used up.

"We should back up every effort that is made to get whatever reduction we are entitled to. As I have told you before the work of this committee saved the newspapers of the United many millions of dollars during the years 1917 and 1918 and that saving continues during 1919, but we should have still better prices.

When the Executive Committee met in Chicago last spring and authorized an effort to secure contributing members and ordered me as Legislative Chairman to visit as many associations as possible and boost this idea, they did something that in my opinion will go down in history of this organization as one of the best business moves ever made.

"So far actual results in dollars and cents coming into the treasury amount to very little, but I have assurances from ten or twelve states that they are with us to the extent we have figured out is necessary and I firmly believe, Mr. Chairman, that if we can go after it with sufficient force and vigor we can put $10,000 in the treasury of this Association between now and January 1st through contributing members.

"Our plans of membership embracing first the individual member, second the collective membership through associations, and third the contributing members, the latter paying dues from $25 to $100 per annum, makes a well balanced plan of membership and should bring the requisite cash with which to do business. The large membership that is being secured through the collective membership plan gives us by long odds the largest membership that any newspaper organization ever had in the history of the world. The individual membership provides a means whereby a newspaper man who is not a member of a state or district organization may become a member of the National, and the contributing membership provides a method whereby the leading publishers of each state may by the payment of a reasonable fee vastly improve their business, as well as the standing of all other newspapers in the country.

"One thing in the way of legislation that your committee feels vitally interested in is the zone postage system. A determined effort is being made by the periodical publishers and a few of the big newspapers, backed by large financial interests of the country, to repeal the zone postage law, but I am more convinced than ever that this measure is a just one and that under no circumstances should we fail to stand behind it and urge that it be retained on the statute books. It can be improved, but it should not and we must not let it be repealed.

"It seems certain to me that we have either got to back up the zone postage plan or else we will have to stand for an increased rate of postage upon a flat rate. There can be no good reason why we should go back to the one cent flat rate and thereby give concerns that are publishing large national magazines millions of dollars annually.

"There certainly can be no good reason for charging you the same rate of postage to deliver your paper across the street or mailed out in the country on a rural route that is charged a so-called magazine that is published in Augusta, Maine, to deliver its publication in Pasadena, Calif., and this becomes more especially true when we remember that many of these so-called national magazines have built up an immense circulation at the purely nofinal subscription rate of 10 or 15c per year and that in fact they are nothing more or less than advertising bulletins.

"The newspapers of the country have a right to be proud of the record they made during the time we were at war. Every movement to help the Government secured from practically every newspaper in the United States most hearty support. Millions and millions of dollars' worth of space was given to the Government and given gladly. I doubt whether there is a newspaper man in this room that did not give many hundred dollars' worth of space in his paper to the Government.

"We are proud that we did this, but we also firmly believe that the Government should now use advertising space when it has something that it wants the public to know about, and I am very glad to note that the War and Navy Departments are already beginning to use paid newspaper advertising. Much valuable matter that has some news value comes out from the various bureaus in Washington, but it comes in such volume that it is impossible for the average small city newspaper man to read it, let alone to give it to his readers. If all the Departments at Washington would turn in to a competent city editor the 100 pages of manuscript with which they are burdening the mails each week and let the city editor send oue one or two sheets of condensed news, it would be a wonderful saving to the Government and yet more real publicity would be secured.

"I am very much pleased to be able to report that as far as the various state associations are concerned that in most states splendid work has been done during the past year. In several states legal advertising rates have been raised, perhaps the most noted example of such raises being Illinois and Oklahoma. Several states have also increased the matter which is to be run by officers of cities, counties and states as advertising. In other states vicious libel bills were killed and the interests of the newspapers protected.

"Every other line of business is thoroughly and completely organized to benefit its members. Our business has been only slightly organized in the past and we have suffered because as individuals we have been compelled to contend with organized effort in other lines. Let us no longer remain in that condition. I feel certain that we are awakening to our opportunities and with this awakening will come the prosperity that is justly ours. With this awakening the National Editorial Association, the oldest and largest organization in the world of newspapers, is having an important part."

Meeting adjourned to reconvene at 2 o'clock P. M.

Afternoon Session

Two o'clock P. M. Convention reconvened as per adjournment.

The following telegram was read and authorized spread upon the records:

New York, August 11, 1919.

Honorable Guy U. Hardy,

President National Editorial Association.

The American Association of Advertising Agencies sends greetings and best wishes and desires to record with your convention the belief of the organized body of ethical, creative and constructive advertising agencies of America. That the country press is a promoter and a defense of national strength, fundamentally assential to the progress and maintenance of the general welfare. Every truly national undertaking, either social or eco-

(Continued on page 503)

THIRTY-THIRD GREATEST CONVENTION OF UNITED TYPOTHETAE OF AMERICA

All Sessions According to Schedule and of a Strictly Business Character

SOMETIMES printers' conventions are broken up by entertainment features, or by local committees whose hospitality out-runs their judgment, but the Thirty-third Annual Convention of the United Typothetae of America was not so handicapped. The officers religiously held to their task of keeping the sessions of a distinctly business character and succeeded.

The following pages contain a brief resume of what was said at this notable gathering of master printers at the Hotel Commodore, New York City, September 15, 16 and 17.

The retiring president, Mr. Arthur E. Southworth of Chicago, delivered a notable address, saying in part:

"At this time, on behalf of the Association, let me extend sincere thanks and voice our appreciation to all of the interrelated subscribing interests to the Three-Year Plan for their loyal support. And it is my privilege also to extend to such of these interests as may be represented at this Convention the heartiest of greetings.

"The work on the Three-Year Plan was really set in motion after the convention last year. A movement of its magnitude and far-reaching possibilities, even if undertaken under normal conditions would make it the part of wisdom to proceed slowly and safely during early progress. It is pleasing to assure that, with the steady momentum which has been gained in the more recent months, the Plan will undoubtedly, from this time forward, accomplish greater results.

"Considering the difficulties encountered, it is highly gratifying to announce that the membership has now reached a total of three thousand six hundred and eighteen. This represents a 70 per cent increase since September, 1918.

"The first year of the Advertising Bureau has proved its value beyond any question. Another year of working along the same general plan will see it develop into an almost self-sustaining feature that will be of increasingly greater value and importance to the Association, and to every individual member who takes advantage of the opportunities which the Advertising Bureau offers.

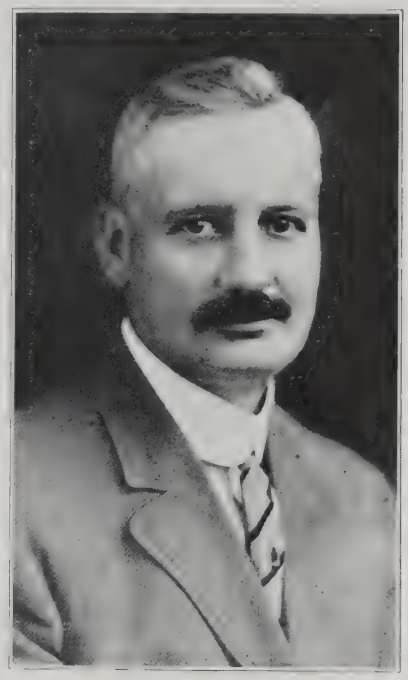
"Every problem of an advertising and merchandising nature can be submitted at any time, and if the recommendations of the Advertising Bureau are consistently adopted and followed, more orders for printing, and thus more profitable business, will result.

"It is not the thought that the Advertising Bureau, or the Selling and Advertising Courses produced by the Committee on Education, will transform printers into advertising men; but it is the desire and purpose of the Advertising Bureau and the Committee on Education to supply the means whereby every printer who will apply himself to the Code of Ethics of this Association will be able to demonstrate to his customers his ability to supply Direct Advertising literature of undoubted business-pulling power.

"In order to demonstrate this satisfactorily, it is evident that the printer must possess a strong advertising grasp—he must 'know' and 'live' Advertising Printing, and have a practical knowledge and clear understanding of the possibilities inherent in his product.

"Your President's recommendation with regard to the future of this Association's advertising service is that the Bureau be rapidly developed to the point where its services cannot be surpassed or even duplicated; in other words, that the services of the Advertising Bureau can be made so exceptionally desirable that it will become a factor of great importance in winning and holding memberships.

"In labor matters the United Typothetae of America has endeavored to be neutral so far as endorsement of any labor condition is concerned, and the United Typothetae of America has always recognized in the Preamble to its Constitution "the right of its members to regulate their own affairs." And if any proposition restricting that right should come to the attention of this body, the final action should be to reaffirm that right.



Mr. Arthur E. Southworth
of Monroe & Southworth, Chicago
Retiring President United Typothetae of America

Certain of the membership, of which your President was one, promoted the Open-Shop Division of this Association in Chicago in 1912. At that time the gravest doubt as to the feasibility of such a branch was voiced by men who rank high in this Association.

"Your President strongly recommends the districting of the entire country and the employment hereafter of a competent field Secretary in each District, each of these field Secretaries to act jointly with the Committeman of his District in securing greater coöperation locally with the work of the parent body.

"Among the papers to be presented during this Convention is one covering the important subject of the "Square-Inch Basis in Composition." Your President, after a most careful analysis, feels that an adequate system of measurement should be studied and approved by this Association and suggests that this Convention take action, instructing the Price List Committee, which has the subject in charge, to make thorough research and

use of the results of their findings in connection with the Standard Price List.

"Your President would be remiss in his duty if he failed at this time again to acknowledge to this body the deep and lasting gratitude due to the committee that has prepared the great educational measures which are today doing so much to weld the membership of this Association so firmly together, and more especially to recognize the untiring effort of its Chairman, Mr. Henry P. Porter, who has to a marked degree made possible the strengthening of association membership through these educational helps.

"An expression of appreciation is also due to fellow Executive Officers, Executive Committee and Council, to the Secretary and to the various men who are efficiently conducting the various departments, to the men in the field and to the employes at the headquarters' offices—all of whom have shown a spirit of loyalty and interest that deserves the greatest praise.

"As an Officer, the President has appreciated the confidence placed in him by this Association, and he has endeavored in every instance to promote organization interest. In so far as he has succeeded, he is satisfied.

"He has given his best. But there is so much still remaining to be done that in delivering his administration to this body he must urge a more intense zeal among the entire membership.

"An ever-ready boosting word for organization by the individual member is the greatest asset that this Association can possibly acquire."

REPORT OF THE SECRETARY
Mr. Joseph A. Borden, Chicago

Mr. Joseph A. Borden
Secretary United Typothetae of America

Mr. Borden's report was necessarily an extensive one. Only a brief resume is presented, as follows:

"The past year has been one of far-reaching importance in the activities of your organization. Year by year the great work of the United Typothetae of America has been one of progress and it may safely and confidently be asserted that at no time in its history has it done greater things than during the past twelve months.

"Although literature and reports have been sent to the entire membership at frequent intervals, setting forth the work that has been done, it is doubtful if any considerable portion of the membership fully realizes its magniture. Your organization is now engaged upon the the greatest educational movement ever undertaken by any industry. Other trade organizations in this country are now looking to the work of the U. T. A. as an inspiration and a guide.

"Never before during its history of a third of a century has the U. T. A. and the printing industry been blessed with such a widespread dissemination of helpful knowledge, information, counsel and advice as during the past year.

Cost System Extension

"The widespread interest heretofore manifested in the subject of cost finding has been growing day by day until the demand for assistance in this direction is taxing the resources of the U. T. A. headquarters to its utmost. The old days of resistance to enlightenment on the subject of cost finding is rapidly passing away and both the big shop and the small shop proprietors are equally insistent upon having the Standard Cost Finding System installed in their plants.

"The wisdom and foresight of the organization in instituting its great educational program is verified by the widespread interest in every part of the country in the educational courses. This interest has been stimulated through the activities of the Committee on Education, the U. T. A. School of Printing at Indianapolis, and by the workers in the field. The number of students who have already entered upon these educational courses is as follows:

Estimating	2127
Salesmanship	1218
Accounting	70
Total	3415

"While the greater part of these students have entered class study in the local organizations throughout the country, still a number of them have conducted their studies by correspondence, and many have become students at the Indianapolis School.

Visitation to Members

"Realizing the great need of personal visits by the field men to members in the various sections of the country, the Executive Council passed a ruling that a record be kept of such visitations. The record shows that during the past six months the organizers in the field have called upon 486 members and counselled with them and rendered such services as was possible under the circumstances. Many expressions of gratitude have come from the members who have been thus visited, they stating that the visits have been of great value in aiding in the solution of problems affecting their business.

Record of Mail at Headquarters

"As conveying some idea of the rapid growth of the work at the general offices, it may be stated that during the past four months 144,885 letters and other pieces of mail have been sent out, this being an average of 1,610 for each business day.

Growth of Office Staff

"The work at the general offices has increased to such an extent that it has been necessary to departmentize the work. Directors has been selected for each of the activities, such as the Organization Department, Research and Service Bureau, Advertising Bureau and Industrial Relations Bureau. All subjects relating to

these different activities are referred to the proper department heads, where they receive consideration and action.

"The National Headquarters is becoming a veritable bee hive of activity. Each employe is imbued with the spirit of the work he has before him and is an enthusiast as being one of the cogs in the wheel which has become a vital factor of stability and strength to the printing industry.

"To properly carry on the work in the various departments at the present time a force of thirty-six people is regularly employed.

District Field Secretaries

"From the very inception of the enlarged activities now being engaged in, it has been conceived that one of the vital necessities was the placing of qualified men in every section of the United States in order to render a direct and helpful service to the members wherever located.

Work in the Field

"The securing of men for the field activities, particularly those who possess the necessary qualifications to adequately represent the U. T. A., has been no easy task. Success in this direction has, however, been attained in a greater degree than at first was thought possible. Up to the present time about fifty such men have been secured and, after a period of intensive training at National headquarters, have been sent into the field to engage upon the organizing and establishing of standard local associations.

"As some of these men have completed their work in the different cities, the newly formed locals have immediately demanded that the organizers take on the work as local secretaries. In all cases where this has been desired, the wishes of the locals have been complied with, although it has at times hampered the field work. It has been fully realized that only to the extent that the locals and the members prosper can the U. T. A. hope to succeed, and it has therefore been considered to the advantage of the industry to permit them to go. The same thing has happened where Cost Accountants have been sent into the various cities to install the Standard Cost System in the plants of the members.

"Since January 1st, 1919, fifty-one Standard Local Associations have been formed, each agreeing to the same terms and conditions and to follow out the Standard U. T. A. program in all its details. Many of the organizations thus formed are entirely new associations. Several of the cities had organizations already in existence, and these latter have merely added on the several features required by the Standard U. T. A. Program. In these fifty-one cities sales amounting to more than $100,000,000 are shown. A profit is disclosed of approximately 3 per cent on this volume of business. This profit was made entirely by a limited number of plants operating the Standard Cost System, and the losses incurred were made entirely by the vast majority which maintained no adequate method of cost finding. Even considering the small profit above indicated, the fact remains that the entire group of printers in the cities surveyed lacked $22,000,000 of securing the minimum profit to which they were entitled, namely 20 per cent on sales.

"There has been inculcated in the minds of the members of all of the newly formed Organizations that it is advisable to abandon the past policy of trying to keep Organizations work secretive. This thought has also sunk deeply into the minds of the older members of the International Association, until now the policy is almost universal of bringing to the attention of the public the purpose and plans of the U. T. A. Organization work.

Response to Requests for Information

"Never a day passes by that a large number of requests for specific information do not come from the members, on every conceivable subject. Many of these inquiries relate to cost finding, to advertising problems, industrial relations information. All of these are furnished from the available statistics and data kept constantly on file.

"In order that this vast fund of information may be available, it is necessary to frequently call upon the members for individual experiences or information of a specific nature, so that the composite result may be used for the benefit of other members, and for the industry as a whole.

Future Membership Possibilities

"A careful analysis has been made of the possibility of adding to the membership in the various districts of the country, as outlined on the map to be considered in the Executive Session for the establishment of zones or Organization Districts.

"By checking carefully the number of printers in each of the Districts, together with the size and importance of each plant, it is safe to assume that through the work of the Field Force to be established in each District, and under the plans now in contemplation, an additional membership of from 12,000 to 15,000 may reasonably be expected.

"While this would materially add to the revenues of Organization, nevertheless it is a fact that it would also materially add to the burden of carrying the expense of such an increased membership.

Benefits Derived from the Three Year Plan

"There has been no instance where any one of the Organizations formed under the Three Year Plan Program has not immediately brought about a better condition financially to the local members.

There are on file numerous letters voluntarily written to the National Headquarters, setting forth this fact.

Tribute to Whom Tribute is Due

"It is doubtful, indeed, if the members of the U. T. A. have any conception of the vast amount of time and energy spent in their behalf by the Executive Officers, the Executive Council, and the members of the various Standing Committees.

"Each of them in unselfishly devoting a vast amount of his time in administering the affairs of the Association, in laying plans for the advancement of the Industry, and in the execution of the many measures which are so radically changing conditions for the better.

"The members owe a debt of gratitude to all of these men who are so assiduously serving the interests of each and every one of you.

Underlying Motives of the Members

"A true spirit of coöperation is now pervading the membership to an extent never before known in the history of Printerdom. This applies with equal force both to the older members of the Organization and to the large army of printers who have more lately joined the ranks.

"There has already come to the mind of the average printer the thought that it is not what he gets out of organization that counts, but what he gives to advance the welfare of the industry in which he is engaged is the only thing worth while, and that he can rest in the assurance that to the extent he gives will he receive a compensating measure of good to himself.

"It is sinking into his consciousness that if he stands alone he must ultimately fall, and that in the language of Benjamin Franklin at the time of signing the Declaration of Independence, "We must all hang together, or most assuredly we shall all hang separately."

"He is finding that there is but one true rule of business conduct in his attitude toward his fellow printer—that of the Golden Rule, 'Do unto others as you would that others should do unto you.'

"He has learned the lesson that it is no longer good policy to warp and twist the rule of business into, 'Do unto others as others have done unto you, or as you think they have.'

"He has discovered that no dependence can be placed in the shattered golden rule: 'My competitor has done it unto me, now by G—I'm going to do it unto him.'

"He is wisely coming to the conclusion that the greatest thing in business life is Commercial Fraternity—getting together—knowing the other fellow, and that it is a great blessing and answers a very pressing need.

"He likewise learns that the great power of the spirit of Commercial Fraternity lies in the fact that he who fails to play the game squarely cannot have and know that Fraternity, while he who plays it fairly and honestly may have it in good abundance."

"EYE-OPENING FACTS AND FIGURES"

By Noble T. Praigg

Advisory Counsel to the Advertising Bureau, U. T. A.

Mr. Praigg's address proved to be one of the most interesting of the convention. The following paragraphs will provide the reader with the main points dwelt upon by the speaker:

"How fitting it is that the word 'Opening' should have been used in the entitling of this talk!

"For as advertising itself is a process of opening the public eye to the merits of any given goods or service, it has been the privilege of the Advertising Bureau to open the eyes of thousands of buyers of printing to the far-reaching ambitions of the U. T. A., to its present accomplishments and to the surpassing importance of the U. T. A. printer in the production of resultful printing.

"But in business, generally speaking, we divide 'figures' into three classifications—representing estimates, profit and loss.

"The Advertising Bureau was founded upon an estimate. And what a tribute it is to the clear vision of those who made the Advertising Bureau possible that thus far it should have accomplished so much in the furtherance of the policies at first laid out.

"And further it is gratifying to say that the figures of present accomplishment all represent profit in the form of constructive programs. Figures of loss have been happily non-existent and from present indications there never will be any red line entries on the U. T. A. Advertising Bureau accomplishment account.

"Originally it was seen quite clearly that the organized printing industry, as represented by the aggressive and successful members of the U. T. A., was eager to progress with the rapidity such a mammoth industry merited. Hence the thought of a supplementary business-building coöperation from the headquarters offices, created from an advertising point of view. There were two reasons for this: First, that the printer might more successfully coöperate in helping his customer produce result-getting advertising material; second, that the printer might be aided in his own advertising, in the bold and systematic way that would focus attention on him as an energetic, trustworthy source for the most desirable printing service.

"Recasting the year, since the Cincinnati Convention, evidence has accumulated to the effect that five well-defined benefits have been brought about by the activities of the Bureau.

"United Typothetae members have rallied strongly and enthusiastically about the trade mark. And if organization benefits are to be described, the widespread use of this distinguishing emblem is to be counted of supreme importance.

"Further, the Organization itself has built undeniably broader prestige; its high purposes have been more clearly recognized the length and breadth of the nation, among business men as well as among printers. This has created a readier acceptance of membership among printers who were non-members of the Organization. It has enabled U. T. A. Organizers to gain three-year-plan signatures more readily. It has brought about numerous applications for membership from individual printers in all parts of the country.

"Individual members of the U. T. A. have gained a clearly traceable advantage. Actual business—new business in the form of direct advertising—has been created for them where the need for direct advertising was not previously recognized by the buyer of printing.

"And direct advertising-printing is not all. An increase has been brought about in the volume of commercial printing which members are called on to produce. For as direct advertising-printing expands and increases the business of the customer, necessarily an increase is called for in stationery, forms, and the like. Furthermore, numerous members who were either at sea as to how to advertise their own business due to the demands of selling, managing, and financing, have been aided by the suggestions, the counsel, and the actual advertising production facilities of the service department of the Advertising Bureau. Is there any printer who is truly a well-rounded business man who can deny that the work of creating a greater volume of business by the printer is not one of the most important elements of his activity? And it has been given to the Advertising Bureau to provide just this sort of coöperation to dozens of members of the Organization.

"Traceable benefits have been gained by local Typothetae organizations. Through the fact that an advertising Bureau at headquarters was at their service, many local organizations have obtained advertising copy for newspaper campaigns, layout and text for local direct advertising and even suggestions for making local exhibits, toward impressing their organization and their members more emphatically upon their local business communities.

"The Advertising Bureau has performed no small service for the printing industry as a whole. The national advertising and the educational work constantly prosecuted from the Bureau offices has created strong favor for direct advertising and for the printer-manufacturer of direct advertising in all parts of the country. We have received countless letters from buyers of printing which say in effect: 'We had not realized before the true usefulness of direct advertising. Hereafter we shall certainly give it a more important place in our own business promotion plans. Give us information as to the nearest source of this U. T. A. Printing Service which you advertise.'

"This obviously means more printing volume for the industry; it means more productive time for the printer; it means immensely increased sales of paper, supplies,

and all the goods that enter into the production of printing.

"The industry has gained, further, through the development of larger craft pride—not at all that printers have not always been proud of their ancient and honorable craft. But now printing is nationally advertised. And by virtue of that advertising, the printer himself is nationally advertised. As a producer of necessary goods, he is more deeply appreciated and gains a distinction which broad-gauge, widespread advertising has always developed when conducted along constructive lines.

"A fifth advantage which unprejudiced observers say has been brought about by the Advertising Bureau is an accurate aid provided to a great many classifications of business and to great numbers of individual business men. This has been in the form of advertising service rendered to business men and firms through the U. T. A. printer. A part of the benefit has been conferred in the form of educational work—pointing out clearly and understandably the extreme importance of direct advertising in creating a market for goods, in expanding a market or in intensifying sales.

"And practically all business men regard service of whatsoever character it may be in exact proportion to its influence on sales. Does the service increase the volume of business? Then it is a desirable, practical and much-sought-after service. And it is a pleasure to relate that practically without exception letters which come to the Advertising Bureau suggest that customers of U. T. A. printers who have enjoyed this service so regard it.

"Just as a little side light on Advertising Bureau activity, it is interesting to know that in the eleven months of the Bureau's operation, it has mailed exactly 25,582 letters. This correspondence has been with members of the Organization, with non-members, with local business men, with immense business enterprises, with correspondents in foreign countries—with every kind, classification and character of business and business man. This, too, as it will be instantly seen, is no slight instrument of itself in educating the world at large to the firmly founded policies and the practical idealism of the U. T. A. as exemplified in Advertising Bureau activities."

"RESEARCH AND STATISTICAL BUREAU"

By W. R. Colton, Chicago, Ill.

Mr. Colton's task of acquainting his auditors with the immense amount of detail handled in his department was a difficult one and the conveying of an idea of its importance is not possible in a brief summary. Among other statements were these:

"This department was established to serve the members—Research and Statistics are merely the means to that end.

"The printing business, perhaps more than any other industry, is composed of a mass of detail concerning which there are always new problems arising—new at least to the individual shop confronting them.

"Once upon a time you may have seen in a machinery exhibit a new method of registering forms, of justifying, of silk sewing or what not. It was of passing interest, but as you were not then in the market you made no record of its name or where it might be had.

"Or, last year you received some literature concerning an embossing process, an auxiliary feed board, an elevating truck with some new features—and failed to file it for future reference.

"And now you need to install just exactly that piece of equipment and can't remember where it was made. Where can you find out about it? That is the question. Where should the answer be found, if not at the headquarters of the most adequate and most successful of International Industrial Organizations—The United Typothetae of America, And it is to be found there—usually. We have been asked if we answered all questions relating to the printing and allied trades. To this we must reply as did the little girl in Sunday School who was asked if God always answered prayer.

She said: "Yes, of course. But sometimes he says No." Sometimes we have to say "No."

"A portion of the service of this department is the preparation of estimates on printing and binding of specific items. Such estimates are usually for the purpose of settling disputes between printer and customer, printer and binder or between competitive printers who have differed widely—as, alas, printers at times will differ—concerning the 'right price on the job.'

"In the past six months 441 such estimates have been made to the total amount of $459,551.87; the smallest was for $2.70 and the largest $54,149.59. These estimates were all based on the selling price in the Standard Price List, also compiled in this department.

"Another duty of the Service Department is the gathering and tabulating of department hour cost records; in this it has been singularly successful. With the hearty coöperation of the membership it was able to prepare the largest and most complete summary sheet ever published in the printing world; the largest because it exceeded by nearly five millions of dollars in its total expense column any preceding summary sheet, and the most complete because the members of the U. T. A. furnished records for 1918 on machines and operations not before time reported.

"No business man has any right to remain in business unless he is capable of rendering and does render service to his customer; and no organization of business men should be allowed to exist unless it is able to serve its membership. Such research being a necessity not only to the printing business, but to all manufacturers, it follows automatically that it is a duty of the most progressive of the industrial organizations, The United Typothetae of America, to take the lead in putting such research on a sound basis.

"And this lead was taken some ten years ago, when the Typothetae inaugurated its statistical research by a nation-wide questionnaire on the subject of cost finding, one of the results of such investigation being the formation of the American Printers' Cost Commission by which Cost Finding for Printers was placed on a firm foundation.

"In the square inch basis, there is the possibility of standardization of the vexed problem of composition costs; given sufficient samples of printed matter with time records attached a standard basis could be arrived at for each and every class of printed matter.

"Some progress has been made toward the standardization of the selling prices of the completed item of printing; two states at least have published price lists of the printed product, these lists being upon the research work of the United Typothetae of America. And Oklahoma presented a copy of its printed list (a book of one hundred pages) to every printer in the state. So we are getting State help on Standardization.

"Even the employees are helping toward cost standardization, for in some cities, as notably in St. Louis,

the agreement with the union provides that the employer must install the Standard Cost System.

"The Industrial Relations Bureau is working upon a plan to stabilize and standardize wages by zones; the wages in the various zones to fluctuate with the index figure of the cost of living.

"Progress has been made in the standardization of the time of operations of composition, lockup, makeready, etc., on letterheads, envelopes, statements and similar items. This progress was made possible by the return of a few thousand of the sixty odd thousand labels sent out by this department during the past year with the request that they be filled in with the actual records on the item, attached to a completed sample and returned to headquarters.

"All production items can be thus standardized. It needs only a sufficient number of samples with time records attached.

"Why not go all the way? Why not standardize the product of every operation in the print-shop and the bindery on the units per hour basis and then standardize the cost of the hour of each operation, this cost to fluctuate with the Index of the Cost of Living. Utopia? No, common-sense. Difficult? Yes. Impossible? No.

"It is up to the members of the United Typothetae of America. The hour costs can and will be secured from your numerous Standard Cost Finding Systems. But the record of the Hour Product is lacking. Are you willing to devote a little time to the preparation of production data from your plants? Will you keep the exact time in hours and tenths of hours of each operation on each item of printing on binding passing through your plant? Such records form statistics. If you will make and forward these statistics, the rest is a matter of collating and tabulating, which is Research. Through Research and Statistics the Printing Business can be Standardized.

"THE BUREAU OF INDUSTRIAL RELATIONS"

By F. A. Silcox, Director, Chicago, Ill.

This branch of U. T. A. activity is newly established, but the unfolding possibilities of service to the industry as a whole were brought forcibly to the attention of the members by Mr. Silcox. Only the purpose and policy as defined by the speaker, may be presented at this time:

"The general purpose of the Bureau is to provide within the Printing Industry centralized investigation, coördination, analysis, interpretation and distribution of information on the problem of industrial relations between employer and employe which will eventually lay the foundation for the formulation of broad, constructive policies leading to greater uniformity in wages and existing conditions and to the elimination of strikes through voluntary concilation and arbitration.

To render consulting service in labor adjustments, or in local negotiations, and on other phases of industrial relations.

It is vitally important at the outset to define the policy and method of approach of such a Bureau working in a field so complex; so controversial; so filled with partisanship, preconceptions and prejudices; so shifting in its nature; so vitally touching production, established rights, distribution of capital, legal theories, ethical standards and social welfare.

Any hope of arriving at a solution of some of the many perplexing problems involved lies in undertaking the work in a scientific spirit and applying to it a scientific method. This means in many cases the rooting out of our minds all prejudices and partisanship and being willing to follow the truth wherever it leads and getting into the closest possible contact with the facts as they exist. Summing up the policy of the Bureau may be stated as follows:

"The policy of the Bureau is non-partisan, all work being undertaken in the spirit of scientific research to get the facts. Information, and not confirmation, will be the objective to be achieved. Open-minded inquiry to be made into any controversial proposals such as the 44-hour week, the proper ratio of apprentices, democratic plans, shop committees, industrial councils, and the like, to ascertain their economic, hygienic and legislative soundness, and to indicate by recommendation what action it is deemed advisable to take in the view of the facts. Service is to be constructive and information valuable to all members irrespective of their individual labor policy."

[Because of the policy to provide the readers of the National Printer-Journalist with a variety of matter, it has been deemed advisable to continue these reduced accounts of the wonderfully interesting addresses delivered at the United Typothetae Convention, in the next edition.]

"BRICKS THAT BUILD WALLS OF CONFIDENCE"

"Bricks that Build Walls of Confidence" was the subject of a remarkably clear presentation of one important phase of the work of the National Vigilance Committee of the Associated Advertising Clubs, by H. J. Kenner, of New York City, secretary of the committee, addressing the general session of the Associated Advertising Clubs of the World at New Orleans, September 24th.

"The Associated Advertising Clubs," he said, "have been called standard bearers for those militant men and

Mr. Fred W. Gage
Gage Printing Co., Battle Creek, Mich.
Treasurer United Typothetae of America

institutions who believe in virile, red-blooded action to make sure that 'Honor' and 'Integrity' shall be words of sincerity and not of hollow sound, in the markets of America.

"Being aware of the high cost of cheating within and without their own organizations, far-seeing business men are determined that public representations of business shall add to and not take from the sum total of public friendliness for business.

"The National Vigilance Committee has been chosen for important service in this field of constructive effort. With the persistence born of the courage of its convictions, the Committee is trying to justify the confidence which business reposes in it.

"Coöperating with the Committee are Better Business Bureaus and Vigilance Committees throughout America. Within their province is the investigation of confidence-destroying advertising statements in their communities. They gather information for the National Committee on occasion and are invaluable points of contact between local business men and the nation-wide Truth movement. In turn the National Committee counsels the local agencies in their organization plans and in their activities. National advertising suspected of deception is referred to the National Committee for investigation and action.

"The Committee does not always observe an eight-hour day. Its staff often works while its opponents sleep. It is striving to maintain maximum efficiency in its own production. Carefully, consistently it labors to lay bricks that build walls of confidence in advertising and business. It is not organized to find fault and pick flaws in advertising, but to help reputable business remove dishonest spots and lead unscrupulous advertisers to become fair-dealing advertisers.

"The four cardinal policies of Truth work are these:

1. Education has more constructive force than coercion.
2. Persuasion is a greater power than prosecution.
3. Publicity follows only when education and persuasion fail.
4. Prosecution is used as a last resort.

"The work of the committee is public service, but much of it cannot be made public knowledge. The cases made known in publicity such as the famous Lee reports indicate just a few of its activities.

"A few illustrations show the general character of the Committee service:

Pirating is Stopped

"'Our slogan is being used by another company, as though it were its own,' wrote a tire manufacturer. The Committee took action, the infringer apologized. The unfair practice ceased.

"One tire company used a cut of the factory building of another in its advertising literature offering stock for sale. The Committee stopped this immediately.

The Work is Educative and Co-operative

"Investigation showed that a firm doing a mail-order business in rebuilt tires made untrue claims in its advertising in farm journals and newspapers. The committee's efforts not only resulted in correction but the advertising agency handling the account wrote, 'We will not only make the advertising of this account truthful, we will also make radical changes in the copy of half a dozen tire accounts which we handle. We are going to make sure that all of them tell the truth.'

"Six other tire companies which had no factory, but advertised 'direct-from-factory-to-you' prices, agreed in a meeting called by the Committee, that all of them would eliminate this and other misleading advertising at the same time. Each admitted that he lied because the other fellow did.

False Advertising is Prevented

"'We have a client making a widely used product who feels compelled to make mis statements in his advertising because his competitors do,' wrote a western advertising agency recently. 'Our client thinks his competitors dishonest and we would like to have scientific tests made to prove whether his competitors are right or wrong, then we will have no temptation to tell untruths,' the agency said. Such tests are now being made at the instance of the Committee. The result will either stop misrepresentative advertising or prevent it from occurring.

Committee's Efforts Permanently Improve Policies

"A nationally known tire maker advertised certain performances for his tires in a recent racing meet. Investigation by the Committee showed that his claims were misleading. Not only was the statement in question discontinued but the advertising policies of the company were changed. Men were entrusted with preparing copy who gave every assurance that future advertising would be accurate and competitively fair.

The Work Removes Competitive Suspicions

"A leading maker of automobile tires claimed that the trucks of a certain business house were equipped with his tires, but the reproduction of a picture of one of these trucks showed the tires of a competing manufacturer on it also. This error was corrected at the Committee's suggestion.

An Outside Check on Accuracy is Provided

"The advertiser of a food product made misleading claims reflecting upon the merits of other products of the same kind. He was asked for the facts to substantiate his claims and replied frankly that he did not believe he could do it. He expressed regret that through error untrue statements had appeared in his public statements and gave assurances that the industry would not again be disturbed by mis-statements in his advertising.

Good Will is Defended

"The maker of a nationally-distributed bed claimed that a certain dealer advertised his product as 'bait' at a cut price and then switched the customer to other merchandise. Through the coöperation of a newspaper in the dealer's city this practice was discontinued.

"Nationally known trade-marks and corporate names serving as trade-marks have been protected from infringements and mis-use in a number of instances by the Committee and its coöoperating local bureaus and committees. The good will of such famous names as B. V. D., Palm Beach, and Shur-On has been defended from those who would trade upon it unfairly. Public faith in private business deserves such protection.

"These are just a few out of the hundreds of cases within the year where the Committee has served the cause of Truth. In cases such as those just outlined it is obviously unnecessary that public reports be issued. Correction and coöperation have both won by persuasion and no further action is necessary. The Committee's work makes many more bricks for building than for throwing.

"Newspapers, trade papers, class and general magazines, and advertising mediums of every type, seeking information which will help them safeguard their most precious stock-in-trade, reader-confidence, have found the Committee always ready and willing to give service. More than that the Committee campaigns steadily among

all media for the investigation of doubtful advertising before acceptance.

"Year by year, month by month, day by day the Committee is becoming more skilled in its work of building bricks into walls of business confidence, held together by the cement of truth-telling. With the Committee, truth-in-advertising workers believe:

That it is a greater achievement to turn an unscrupulous advertiser into a fair-dealing advertiser than to jail the crooks.

That truth-in-advertising means more and better advertising.

That a fool can find fault, but it takes a wise man to suggest a remedy.

That an ounce of prevention, in false advertising as in medicine, is worth a pound of cure.

That reducing unfair competition translates demoralizing business energies into paths of construction.

That lifting suspicion resting on an honest advertiser is as important as disciplining a dishonest one.

That the life-blood of truth work is fairness; and fearlessness the corpuscles that keep it red.

That the tools of truth are facts, not fancies, proof, not opinions.

"Public confidence is not something which a private business owns alone. It is possessed jointly by all business. The responsibility for keeping faith rests with each and everyone.

"Business does not live by itself alone. Betrayal of public trust by any private business is an attack upon the good name of all business. It is a blot on the 'scutcheon of commerce.' Seeds of suspicion, once sown, yield bumper crops of distrust. When one business is permitted to sow the winds, every business reaps the whirlwind.

"That is why Honest Business believes the Truth movement an essential work. That is why it is a common center for men and purposes working for construction, a rallying ground for forces with the courage to battle for the common good and to build strongly for Protection and Progress."

"CHURCH ADVERTISING PAYS," SAYS ADVERTISING AUTHORITY

"Church advertising pays—it even pays in dollars and cents. Since church advertising pays, it will pay the church and it will pay all people interested in the advancement of church, to advertise and to advocate church advertising."

Such was the declaration of Carl Hunt, director of the Extension Division of the Associated Advertising Clubs of the World, in a talk, September 23rd, before the Church Advertising Department of the Associated Advertising Clubs of the World, at New Orleans. His subject was, "Selling the Idea of Church Advertising to the Clergy."

"There was a time," he said, "when a good many people thought of advertising in connection with pink pills or some other decidedly mundane subject. But advertising has begun to come into its own. During the war, especially, it has been proved that advertising does have the power to make all the people think the same things at the same time, not only in relation to things which people have for sale, but in relation to whatever is good for the public.

"Assuredly, the church has something that is good for the public. You want me to believe, (and what you say is true) that the goods you have for me is of more importance than all earthly goods combined. Yet there are ministers of the gospel who regularly preach to empty pews.

"Experience has overcome the old feeling that church advertising detracts from the dignity of the church. The churches that have tried it have found that advertising not only brings new people into the church, but that it prompts greater interest on the part of the present membership. In that respect, it serves the churches as it does business, for just as a banker said to me the other day, advertising is for the double purpose of cultivating greater interest from present customers, and gaining new customers. Skilled users of advertising space never overlook that.

"To 'sell' the clergy," Mr. Hunt continued, "simply tell them this story of what advertising will do for the church. Show them that church advertising, aside from filling the pews, will also bring enough additional revenue into the church treasury to pay for itself and that experience has shown that it will often do even more—that it will pay an actual money profit.

"Church advertising inspires the preacher, the choir, the ushers. It makes the membership proud to announce their affiliation. All of us like to be identified with red-blooded things, with things that move along. Show these advantages to the clergy.

"Someone has suggested that the Church Advertising Department start a publication for the purpose of 'selling' the clergy and advertising men on church advertising.

"No doubt I disagree with some of you when I say it, but I certainly do not believe that would be a good thing to do.

"There are too many publications now," he declared. "There is no need for such a publication. In the field of advertising, there are good journals, and plenty of them, through which to reach the advertising men. In the religious field, you can reach not only the clergymen, but the lay officers and the members of the church by going to the many excellent religious publications.

"One man said to me the other day that he was afraid existing publications would not use enough matter on this subject. But they will, provided you produce the real thing. If it is good enough stuff to be read in your own publication, then you can get it into the existing papers.

"If you know somebody who is willing to provide funds to start a paper on this subject, that is fine—but go back to him and tell him that what you really need is the money to employ someone to prepare material of the right sort for existing publications, and that through such a use of his funds, you will be able to accomplish more than if you should get out a paper of your own."

INVENTOR OF THE COMPOSITYPE PASSES AWAY

John E. Hanrahan, pioneer founder and inventor of the Compositype is dead at the age of 59 years. Mr. Hanrahan started business as an errand boy in a type foundry, working his way through all the mechanical branches of the industry and finally inventing the Compositype about sixteen years ago.

Mr. Hanrahan had previously made for Otto Mergenthaler, inventor of the Linotype, the first type matrix ever used in the modern typesetting machine.

BEING THE TOWN ADVERTISING MAN

By H. E. Miles

(This is the sixth and last article of a series.)

IT is sometimes said that the small town is doomed to extinction by modern commercialism. If it is true, it should be cause for considerable consternation among small-town publishers, because the worst place in the world to run a newspaper is in a dead town.

The chief cause for the demise of a town is lack of local enterprise. Allowing outside competition to draw the trade away from its territory by better advertising and merchandising methods, failure of its business men to coöperate for the welfare of the town and community, unbusinesslike methods, poor civic administration and otherwise remaining "in the rut," constitute lack of enterprise.

The local newspaper should be the leader in all kinds of local enterprise, but to be successful in helping to build up a town's commercial interests, its editor or publisher should make special study of commercialism as applied to local merchandising.

A dieing town doesn't need a physician—it may have too many doctors and undertakers already—what it needs is an advertising man.

In colonial days there was the town crier, who marched up and down, ringing a bell and calling out about special sales, or help wanted, or lost dogs. He was the town advertising man. Nowadays we have newspapers, supposed to print all those things, but it requires someone able to put them in shape to print, and for that reason the small town needs a man able to write its merchandising news the same as other news, and the greatest service the publisher of a small-town newspaper can do, for his town, is to appoint himself the town advertising man.

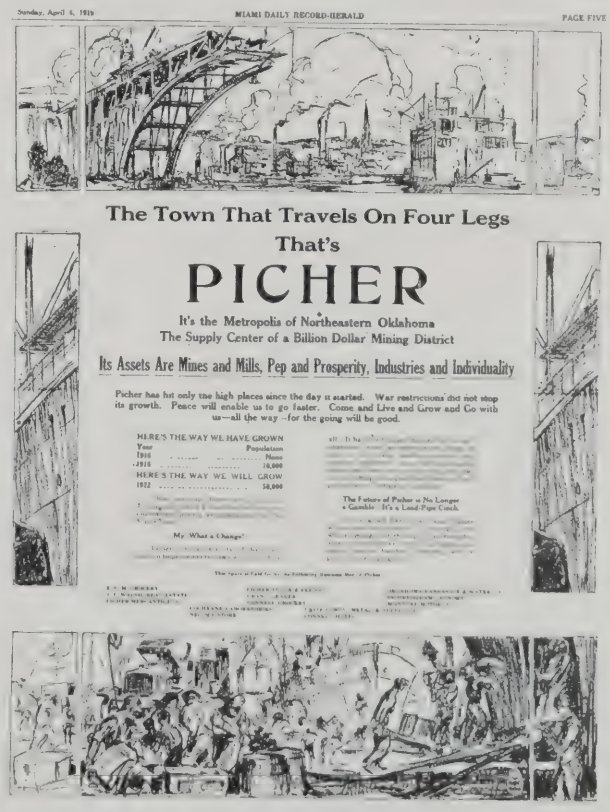
Getting the merchants to advertise individually, is a matter of salesmanship, and it will be possible to get the leading merchants to advertise to some extent by giving them good advertising service. But what a town, that is on the down grade, needs more than individual advertising, is coöperative advertising. The efforts of one person along any particular line are seldom very successful until he is able to enlist the aid of others and swing popular sentiment in favor of his proposition. One merchant's advertising will not draw all the business from the trade territory to the town, but if every merchant in the town advertises, and they coöperate in such a way as to advertise all kinds of merchandise, it will be possible to secure a very large percentage of the business of the territory.

The reason some people don't like to trade in a small town is because it is a small town. But nothing makes a town look so big as to see its newspaper full of advertisements of different lines of goods On the other hand, nothing makes a town look so small as to see its papers devoid of advertising and its stores all carrying the same kind of goods, and hear its merchants knock each other.

If the country publisher has studied advertising until he is successful in developing service accounts, it will not be a hard matter for him to suggest co operation among his merchants and get them to advertise different lines. If it is a sale day, have one merchant feature one line and one another. This will attract a much larger number of buyers than if they all feature the same goods.

Merchandising events, such as sale days or dollar days, are features of many very good towns, and, if properly managed, will doubtless prove successful and attract a large number of people to the town. The advisability of holding such events depends on local conditions. One objection to them is the cut prices which are almost invariably used to attract trade. These are apt to destroy the effect of the merchants' regular advertising by confusing values, and the resulting increased volume of trade may not be as profitable in the long run as regular merchandising. I repeat, it depends on local conditions.

Another thing that attracts people to a town is the


Sunday, April 6, 1919 MIAMI DAILY RECORD-HERALD PAGE FIVE

The Town That Travels On Four Legs

That's

PICHER

It's the Metropolis of Northeastern Oklahoma
The Supply Center of a Billion Dollar Mining District

Its Assets Are Mines and Mills, Pep and Prosperity, Industries and Individuality

Picher has hit only the high places since the day it started. War restrictions did not stop its growth. Peace will enable us to go faster. Come and Live and Grow and Go with us—all the way—for the going will be good.

HERE'S THE WAY WE HAVE GROWN
Year Population
1916 ..... None
1918 10,000

HERE'S THE WAY WE WILL GROW
1922 50,000

My, What a Change!

The Future of Picher is No Longer a Gamble—It's a Land-Pipe Cinch.

Advertising a Town

town itself. Its business blocks, its public buildings, its homes, its streets and sidewalks, parks, auditoriums, rest rooms, and anything that enters into the entertainment, convenience or amusement of its visitors.

These are things that the town advertising man should be specially interested in, and he should interest his business men in them for business reasons, and his citizens in them through civic pride. They are the physical things that keep a town alive—the outward expressions of local enterprise. Agitation in favor of a beautiful town—one that looks alive, will usually meet with the approval of a large majority of its citizens.

If the town has a commercial club, the publisher should exert his influence in it to get coöperative advertising for the town and community as a whole. Get an advertising committee appointed who will see that no opportunity is lost to boost the town as a place to live, a place to buy and a place to sell.

Coöperation is the greatest factor in town building or community building, but it is sometimes an illusive thing among merchants. Merchants, who believe in coöperating, find it hard to boost their competitors, and a certain over-cautiousness, which often prevails among small-town merchants, may hold them back in the rut for some time.

Opposition to small-town commercial clubs often develops among farmers, the reason being that they are apt to look upon any kind of organization among business men as an attempt to raise prices. The best way to overcome such opposition is by community organization, and the country publisher has a wonderful field of activity open to him in furthering such an organization.

Community building is the real solution of the small town's problem of existence. By taking the lead in organizing its community into one big cooperative family, the central city of that community will put itself forever on the map, and the country publisher who is a big enough advertising man to "put over" such an organization will find himself securely anchored in that town's commercial supremacy and financial success.

There are several good plans of community organization. Some of them consist of making the farmers members of the town's commercial club. Others have for their nucleus the county seat commercial club, each town in the county having its own organization and sending delegates to the central body, and each school district having its club, which in turn, sends delegates to the nearest town organization.

Whatever the plan, it will require the best service of the publisher, through his newspaper, to "sell" the proposition to the entire community, so that it will be universal and consequently successful.

It makes no difference whether you are trying to get public sentiment in favor of building a new courthouse, get people to go to church on Sunday, sell Liberty bonds or create a demand for a new make of automobile; if you are an advertising man you will look at the proposition from the same angle—the selling angle. People never do things of their own accord. Women don't design their own clothes. They are designed by some man in some far-off city, and sold them by advertising. A man hasn't a thing in the world to say about his clothes—he has to wear the styles that are made for him. Nobody would have a telephone, nor an automobile, and but very little religion if someone, sometime, had not invented them, and then influenced people to buy them. The very idea of civilization itself is the resu't of propaganda, and education is the best advertising in the world.

So, if you are going to be your town's advertising man you will have to get up every morning with the determination to "sell" your town to the people in and around it. You will be its strongest booster, and you will set an example for the rest of the town by supporting every movement for its betterment, commercially or otherwise.

Did you ever think of trying to "sell" a community to itself? In every community there are knockers, whose insiduous knocking often makes people dissatisfied with their lives and their surroundings. We hear farmers say, "You can't make anything here, the land is getting to high priced." Others say, "Things are not what they were when I was young." Merchants say, "People don't trade here any more, the town is dead." These are the people who are kicking the community down and kicking it after it is down.

It takes strong propaganda to counteract the effect

What Part Will Nodaway County Play in World's Reconstruction?
WHY THE DEVELOPMENT POSSIBILITIES OF NODAWAY COUNTY MAKE IT THE BEST PLACE IN THE WORLD TO LIVE AND TO WORK FOR THE PRODUCTION OF WEALTH — INDUSTRIES OF THE COUNTY SEAT ARE BOUND TO GROW AND NEW INDUSTRIES THAT WILL BE DEVELOPED THERE
DURING THE PAST FOUR YEARS no more important part has been taken in the world's work than that taken by Nodaway County, Missouri. It has produced the substance for making brawn, brain and muscle that has made possible the greatest industrial activity ever known—it has produced the food for armies—it has furnished money to help carry on the war, and to help bring the comforts and necessities of life to the fighting men of forty nations.
What will it do now that the war is won?
What Nodaway County has done will only be a beginning to what it will do in the upbuilding of the world devastated by war
Nodaway County's farming land is today as valuable as any on the face of the earth—but still its resources have only been scratched
There lies ahead a boundless opportunity for the production of wealth in Nodaway's comparatively new industry—PURE BRED LIVE STOCK
MARYVILLE COMMERCIAL CLUB

An advertisement to "sell" a community to itself

of such ideas when they once get a good start. A good idea would be to print a series of advertisements showing what the community is doing as its part in the worlds work, what its industries really amount to, how many dollars' worth of produce are shipped from it to other communities, how the value of its farm land compares with other and higher-priced land in other places and why it pays to live and work in a community where the leading industry is well established, and any other advantages your town or county has.

These advertisements should be paid for by the commercial club or community organization. They should be written by the town advertising man, and they should be good advertisements—advertisements that will make people think—that will lead people to be the same kind of boosters for their community that the man who writes them is. Perhaps you are saying, "that's some job," and you are right, it is some job, but there will be a lot of such jobs for the country publisher who will make himself a real town advertising man.

"A BASKET OF CHIPS"

How Business Men of a Missouri Town co-operate to Build Trade

ONE of the most entertaining talks delivered before the community advertising division of the advertising convention, September 23rd, was that of G. R. Lowe, advertising manager of the Neosho Nurseries Company, of Neosho, Missouri, whose subject was, "A Basket of Chips," and who described the interesting coöperative work which business men of Neosho, a city of 5,000, have done toward the building of trade.

When we were small boys, he said, we used to put a chip on our shoulders and dare the other kids to knock it off. So it is, he declared, with the merchants of most cities, large and small.

A man once said that an enemy of his handed him a lemon, but that he took it and made a glass of lemonade of it. He didn't have anything on Neosho, according to Mr. Lowe, because they have gathered up the chips which might otherwise have been on their shoulders and have used them as fuel to make steam to put the town forward. In other words, all of the energy which they used to waste in competing with each other in the wrong way, is now employed in a coöperative movement to extend the trading area of Neosho, so that where one sale grew before, two grow now.

This has all been brought about, he showed, through the organization of an advertising club at Neosho.

Not only has this advertising club provided an opportunity for the business men of Neosho to study advertising and to improve their selling methods, through coöperative study, but it also has served as the medium through which interesting coöperative advertising has been promoted and managed.

Once a month, for many years, merchants of Neosho have held what they called "sales days."

These "sales days" are occasions when each local business man puts on a "special" of some kind.

Taking large newspaper space in coöperation (each merchant paying for the small section of the space which he fills) the merchants of the community occupy very much the same position as a department store does in larger cities. The bigger advertising space which they are able to take in this coöperative way resembles the big advertisements used by the modern department store.

One of the most serious problems which confronted the Neosho merchants grew out of the fact that there was a lack of uniformity among them as to what constituted good advertising. Some of them apparently thought in the beginning that a good advertisement was one which would bring people into the store. True, it is. But they found that a majority of the merchants of Neosho knew that an advertisement had to do more than that.

Not only did it have to bring them in, but they must leave the store in a mood which would prompt them to come again. In other words, the most skilled merchants of Neosho knew that retail advertising, like all advertising, depends for its permanent success, upon "repeat" orders.

So, a Vigilance Committee of the Neosho Advertising Club was appointed and this committee has, during all of these years, passed upon the "specials" which entered into the "sales days" offers.

Not only does this committee pass upon the truthfulness of the advertisement a merchant proposes to use in his share of the space, but it also makes sure that he has a sufficient quantity of the article advertised, so that he will have enough for selling all day long and thereby not run the risk of disappointing the customer who comes late in the day.

Also, the committee checks over the "specials" for the purpose of seeing that every one of them is built around merchandise that people will probably want.

In other words, every effort is made to insure that the little section of the advertisement used by Smith, will help pull some business to town for Jones, and all the rest of the merchants.

Mr. Lowe showed that the "Neosho Plan" had been a striking success. The growth of business in Neosho has been steady, certain, unfaltering.

Gradually, the merchants of Neosho have extended the town's trading area to a larger and larger terri-

tory, which has been especially easy, he showed, from the fact that so many farmers and residents of adjoining small towns now have automobiles. Distance has practically vanished, so far as rural communities are concerned. The farmer can go as far as he pleases to trade. He will go where he can do best, where he is best treated, Mr. Lowe declared.

At no time have the business men of Neosho given prizes or any other gifts. They give no free band concerts. They do have a monthly auction sale, where the farmers can buy and sell farm produce, live-stock, etc., but they even charge for this service, the cost to the farmer covering the cost of operating, with a little profit, which is gradually accumulating, to pay back money borrowed by the advertising club to build a pavilion for the housing of the auction sales.

Mr. Lowe said they had found that the farmer does not want the town to give him anything. He wants good service, and is willing to pay for it. He is not looking for anything for nothing.

One of the most interesting features of the National Exhibit of Advertising, in the Grunewald Hotel, was a visualization of the Neosho Plan. This exhibit showed just how Neosho has operated, including photographs, data, etc.

THE ADVERTISING OF A NEWSPAPER

An Address Delivered by J. F. Hull

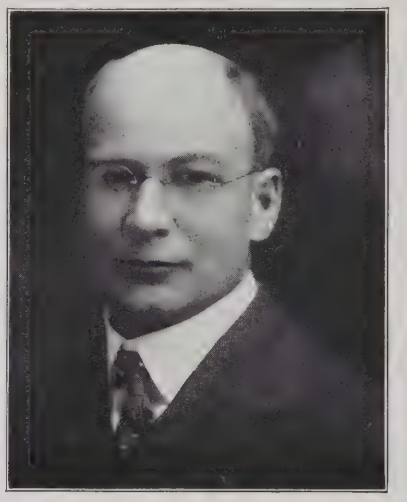
Editor and Publisher of the Maryville, Mo., Tribune, at the meeting of the Missouri Press Association, Springfield, Mo., Friday, September 26, 1919.

PRELIMINARY to a discussion of the subject that has been assigned to me for this afternoon, I believe it will be profitable if we shall inquire somewhat into how it happens that we—you and I—are editors and publishers rather than lawyers or hod-carriers, or congressmen or blacksmiths, or doctors or draymen, or merchants—or any of the other useful and ornamental pillars of the social structure.

Is there among us any who runs a newspaper in the hope that he may sometime receive an appointment as postmaster? I think not. But I do believe there are some editors here in Missouri who are postmasters in order that the added income that accompanies Uncle Sam's job may be used to help space out that part of their financial line that otherwise would have to be quodded out because the patronage their newspapers receive do not add up into enough dollars to meet the ever-increasing expenses in the conduct of their businesses and in the care of their homes and their growing families.

I believe you will agree with me—even you who are postmasters—when I say that almost without exception the men who are conducting the country newspapers in Missouri are engaged in that work because they would rather run a newspaper with almost no hope of attaining riches than to be engaged in any other employment even though that work almost certainly assured great wealth.

The great weakness—the thing that has placed country newspapering in the sub-basement of financial enterprise or industrial enterprise—lies in the fact that the newspaper man gives so much of his time and thought to the task of turning out a *good* newspaper that he has no opportunity to analyze and develop the commercial side of his enterprise.



MR. J. F. HULL
Editor and Publisher The Tribune, Maryville, Mo.

It too frequently is true that the newspaper man doesn't know whether the merchant is making a good investment or a donation when he buys space in the newspaper. The newspaper man is so busy doing the work of an office boy or a cub reporter that it is a physical impossibility for him to give much attention to the promotion of his business or to the study of advertising. Either he takes what advertising is sent to the office and lets it go at that or he makes a hurried canvass of the town's stores with the query: "Are you going to give me an ad this week?" He doesn't take the time to study advertising as it applies to the different businesses of his town. Nor does he attempt to plan advertising campaigns that will fit into the needs of his different customers—and then sell that advertising to them.

I wish I might be able to inspire you to a realizing sense of the transcendent importance of the newspaper in every department of modern civilization. I feel that if the publishers of country newspapers should get this vision in its true proportions there would be a stiffening of backbone, an uplifting of heads, a new light of hope and pride in the eyes—and a new note of prosperity in their business.

The preacher delivers his message to a little group of followers; the newspaper takes it up and spreads it broadcast to thousands, many of whom never darken the doors of a church.

The physician gives relief to the acute sufferings of humanity; the newspaper acquaints the people with the laws of hygiene and sanitation and right living and thereby saves thousands from the need of the physician's care.

The lawyer helps his clients out of the difficulties into which they have fallen; the newspaper points the way to avoidance of those pitfalls.

The banker provides the people with a portion of the capital with which to conduct their business and also serves as a clearing house for their financial transactions; the newspaper keeps the people in touch with the markets and with the trend of business so they may more wisely invest their capital and launch their enterprises.

The merchant maintains assortsments of all kinds of merchandise purchased at quantity prices and retails these goods to the ultimate consumer, thereby performing a necessary and valuable service to the people of his community; the newspaper provides the medium through which the merchant may keep in touch with the public. Through the newspaper the merchant tells the people the news of his store, of the arrival of new goods and of the prices he is placing on these goods. The more he advertises, the greater the volume of his business and the smaller the margin of profit he is required to make in order that his business may be profitable.

The manufacturer of goods to be sold in every nook and corner of the United States spends millions of dollars in national advertising in order that he may acquaint the people with the name and the value of his product—and there was a time when he believed he had reached his goal when this was accomplished. Now he knows that before he can connect up his advertising with the ultimate consumer he must get his advertising in the "little country newspaper" together with the name of the local merchant who handles his product.

National advertisers have learned that no publicity campaign is entirely successful until it reaches the home through the local newspaper carrying the information that the nationally known product may be purchased at the Blue Front Dry Goods Store.

But—

In spite of all this evidence that advertising in the local newspaper is an absolute necessity, there are newspaper publishers right here in Missouri—and possibly within this room—who actually are afraid to demand a profitable rate for their advertising space because—they fear—if the merchant thinks the rate too high he will quit advertising.

Quit advertising!

Why, a merchant who is expecting to do a volume of business sufficiently large to keep his overhead down so he can compete with real merchants, can no more "Quit Advertising" than he can quit paying for his goods or quit paying rent.

The fact of the matter is that the newspaper publisher has such a cinch-hold on the merchant that rather than worry lest the merchant become offended and "Quit Advertising," he should take care that the price charged for the service is not greater than that which represents the cost plus a reasonable profit. And my interpretation of the meaning of cost—and reasonable profit—so far as it concerns the buyer of space—includes all the expenses incident to the business, including a decent salary for the publisher, interst on the investment, deterioration, and, say a semi-annual dividend of ten per cent.

If you get into the cost figures on the average weekly, I believe you will find that the minimum charge for advertising space comes very nearly to 25 cents an inch, and that anything less means taking a slice from the publisher's salary or from the semi-annual dividend.

Now, let's see if a merchant can buy his advertising for less money in any other way. Suppose he has been using an average of 40 inches a week in his local paper. At 25 cents an inch this would be $10 a week. He is reaching five hundred families within reasonable trading distance, or 2 cents for each family. Let's try the printed circular as a substitute. He will have five hundred circulars printed each week. They will be the size of his weekly ad and will cost him $4. He will buy a mailing list which, with the original cost and the expense of keeping it correct and alive, will cost him an average of $1 a week. The stamped envelopes—government product—will cost him $5.78, and the addressing, folding and inserting of the circulars will be at least $1 a week, but we will let that item go at 50 cents a week. Here's a total cost of $11.28 a week.

And he only has sent out a circular! He hasn't been privileged to place his message alongside the column of *news* which the reader *pays* to have sent to him. He doesn't get to approach the reader at that most opportune time when the day's work is done, the supper eaten, the work clothes off and the comfortable house slippers and smoking jacket in their stead—and nothing to do but to sit and read his home paper. All that merchant gets is to send his message in an unsealed envelope—the most despised kind of mail that gets into any home.

Now, I am not knocking other kinds of advertising in order to boost the newspaper. That's poor business. And there *are* other ways of advertising—and they are good, too, as supplemental advertising. But they do not get into competition with newspaper advertising at all.

But there *is* a tremendous waste in advertising—in newspaper advertising. And it is the business of the publisher to see to it that these wastes are reduced to the minimum.

Every newspaper publisher should be an advertising expert even though his business may be large enough to justify the expense of a man on his staff who is an expert in advertising and who is to specialize in this work. The newspaper should maintain a real advertising service department for the convenience of its advertisers—and the expense of such a department should get into the cost item, too. The man in charge of this department must be able to assist the merchant not only by writing the copy and making the layout, but in planning his campaigns and in arranging window displays, inject pep into the clerks and otherwise creating a store atmosphere that will back up the newspaper advertising.

If your newspaper will provide this service for your advertisers you need have no fear that your price will be considered too high.

Not long ago—last month, in fact—I read the ad of a merchant—no, I mean storekeeper—and that ad stated: "We have just received a new shipment of Christmas novelties and invite you to call and inspect the showing while it is new and complete. Our prices are always the lowest."

That's what gives advertising a black eye and a knockout blow. The newspaper publisher who allows an ad like that to run for months after its season, is doing more than any other agency to cause people to say and to believe that advertising doesn't pay.

Good advertising does pay. Its profits are astounding. Its possibilities are beyond computation.

I don't know how many inches of advertising a newspaper may develop. I do not know there is a wide difference in different towns of similar size. And in studying the newspapers that come to my desk it is not hard to understand why some are liberally patronized and some are starved. I can give you the story of eight years of newspaper advertising business in Maryville. That may serve to illustrate in a very moderate way what men of ordinary ability may do in a field that has had nothing in the way of unusual growth.

There are two daily newspapers in Maryville. They are both good newspapers. Eight years ago my paper—the Tribune—carried a daily average of less than 200 inches at a peak price of 10 cents an inch and the larger advertisers paying only 7½ cents an inch. It was not long, however, until we increased the price to 15 cents peak and 10 cents minimum. Two years later the price again was advanced, this time to 20 cents peak and 13 cents minimum. The first of June this year the price was advanced to 25 cents peak with a minimum of 16 cents for those using more than 3,000 inches a year. Last year our daily average was 319½ inches and so far this year we have made an average daily gain of 33 inches over last year's average.

Not only have we proved that the increased rate has not caused the merchants to use smaller space, but we have found that the increased cost has had the effect of bringing the quality of the advertising to a higher level.

One of the strangest of all the phenomena of trade is that a man values any given article or service or commodity according to the price he pays. If diamonds sold at thirty cents a gross, you wouldn't see any really up-to-date society folks hanging a string of them around their necks—diamonds would be too common. Neither can you expect a man to go to a great deal of trouble to prepare the copy for a page ad when he can pay for that ad with what small change he may happen to have in his right-hand trousers' pocket. Back in the recesses of his mind is a pretty well defined notion that the advertising isn't of much value because it is so low priced.

I know that the question of preparing copy for an ad in the Maryville papers is of considerably greater moment since the price has been advanced than it used to be in the old days when a whole page cost only six or seven dollars. And I know there never has been a time in Maryville when the quality of the advertising was so high as it is now, nor has there ever been a time when the advertising brought such certain and gratifyingly large returns for the advertiser.

I give it to you as my positive opinion that the advanced cost of the commodity has given it a new standing in the community. The advertising merchant gives serious consideration to the preparation of advertising copy, where in the old days he was inclined to respond to the solicitor with: "Yes, fix me up something that will cost me about two dollars," and then forget all about it. In effect he was placing the ad as a sort of disguised donation to the newspaperman with very little if any hope that it would be profitable to his business.

To summarize:

The newspaper is the best medium through which the merchant can distribute the news of his business to the people of his community.

The newspaper is the cheapest advertising medium even when a rate is charged that assures the publisher of a fair profit.

The newspaper is worth more to the community if it is a profitable enterprise.

The advertiser gets better results when he is required to pay real money for his advertising space, because he realizes he is making a considerable investment and he is more careful in the preparation of his copy.

Don't ask a merchant to "give" you an ad. Don't tell him you need the ad to fill your paper.

Don't allow yourself to slip into the medicant class. And an absolute prerequisite to this is that you "sell" your own advertising space to yourself.

If there is any doubt in your mind that the commodity you are offering is a bargain, you may be certain you will communicate that doubt to your customer.

You cannot make the customer believe what you do not believe.

ONE COLONIAL PRINTER

BY CAROLINE A. HULING, 428 BELDEN AVE., CHICAGO, ILLINOIS

The article in the July NATIONAL PRINTER-JOURNALIST, about the Hartford Courant reminded the writer of some family history that might be of interest to other members of the newspaper fraternity. The Thomas Green, who first established this journal of ancient origin, was a brother of Timothy Green, whose wife (born Rebecca Spooner) was a sister of Judah Paddack Spooner and Alden Spooner, pioneer printers and newspaper publishers in Vermont.

The Spooners, descendants of John and Priscilla Alden, made famous by another descendant, the poet Longfellow, in his "Courtship of Miles Standish," set up the first printing press in Vermont, claiming the bonus of one hundred bushels of wheat offered when that state was first set apart from New Hampshire, for a printing office and newspaper. The press used by Mr. Spooner was the first one brought into North America north of Mexico. This press was discovered in a barn in Rutland, some years since, and was restored and is now preserved in the museum of the Vermont Historical Society in Windsor.

The paper founded by Mr. Spooner (who used the firm name of Spooner & Green) established in February, 1781, was called "The Vermont Gazette, or Green Mountain Post Boy," and bore the motto:

"Pliant as reeds where streams of Freedom glide,
Firm as the hills to stem Oppression's tide."

In 1783 the plant was sold to George Hough, who formed a partnership with Alden Spooner and the paper was continued under the name of the "Vermont Journal," which had a continuous existence of over a century. Alden Spooner soon acquired the interest of Mr. Hough and continued the publication of the Journal until his death in 1827.

Judah P. Spooner was born in New London, Conn., November 5, 1748, and as a youth learned the printing trade in the office of Timothy Green, his brother-in-law, beginning as carrier for the paper published by Mr. Green, The New London Gazette. He wrote New Year's addresses, satires and articles for the paper. He was an ardent lover of liberty and read the works of Thomas Paine and others, then termed radical writers. About 1773 he established a printing office in Norwich, Conn., in partnership with Mr. Green, under the firm name of Spooner & Green. After the custom of the times the local printers also were book publishers and one of the works brought out by this firm was an edition of Watts' Psalms, (1773), a "Manuel of Exercise, as ordered by His Majesty," in 1764, and also published a series of school books.

In 1780 Mr. Spooner established the press at Hanover, N. H., which he afterwards transferred to Windsor, Vermont, as narrated above. After his brother took over the business at Windsor, Judah P. worked for him for several years, when he was induced to remove to Franklin, Vermont, to take charge of a paper for Matthew Lyon, called "The Freeman's Library." Mr. Lyon wrote most of the editorials which were radical in tone, bitter and vindictive in character and directed against the administration of President John Adams. These articles got the publication into trouble and Lyon was indicted for sedition. Mr. Spooner, as publisher of the paper, was called upon to testify and the authorship of the editorials was fastened upon Lyon. In the quaint language of the time, he was "amerced" in the sum of one thousand dollars and imprisoned in the jail at Vergennes, Vermont, for six months. Mr. Lyon afterwards attained considerable political prominence, removing to Kentucky and being elected to Congress from that State.

This trouble, however, ruined the printing business in Vermont and Mr. Spooner had to close it out and he became a wandering (journeyman) printer, finally dying at the home of his son-in-law Miller, in Rutland, February 21, 1783. Alden Spooner, the only son of Judah Paddack Spooner, followed in his father's steps and continued the family traditions by also becoming an editor and publisher of books and newspapers, conducting various newspapers on Long Island from his early youth until his demise, November 24, 1848, in Brooklyn, N. Y. In his autobiography, cherished by his descendants, he tells of contracting with a carpenter to build him a press for $150. It is supposed that he used this press to print a weekly newspaper and several books upon.

One of the daughters of Alden Spooner, last above named, Anna, married Edmund J. Huling, who was for many years editor and publisher of a local newspaper in Saratoga Springs, N. Y., and for twenty years represented the Associated Press in that well known watering place popularly called the "Summer Capital." The author of this article is a daughter of Mr. and Mrs. Edmund J. Huling, who has been for a number of years in editorial work in Chicago and a member of the National Editorial Association, being in the fourth generation of her profession, thus showing the strong influence of heredity.

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CHICAGO, ILLINOIS, OCTOBER, 1919

Seldom has the NATIONAL PRINTER-JOURNALIST, in its history of more than a third of a century, presented a larger amount of trade, or professional, information and inspiration than appears in this particular edition. With accounts of much that was done at two great epoch-making conventions, one of printer-publishers, and one of master printers, will also be found special articles which contain practical suggestions of greatest value.

* * *

The subject of paramount importance in the printing industry today is the help problem. Nearly every printing and publishing office has an abundance of work and yet most of these offices are confronted with a situation which renders it extremely difficult to produce a satisfactory output at a price which is acceptable to the customer and profitable to the producer.

Much of the help in the different departments is either inefficient or indifferent and the wage required, or demanded, is so high that the standards of operation with which the present generation of employers and managers of establishments are familiar must be changed entirely.

One has to force himself to believe that the facts daily served up by a correctly operated cost system are not fiction. It is almost incomprehensible that certain conditions in regard to the cost of production are true and yet the cold brutal figures, derived from established and reliable bases of accounting, must be believed.

Heaped upon the shoulders of the industry, already burdened to the endurance-breaking point, come the demands of strikers, some of whom have gone beyond all reason in their brow-beating methods.

It has been with peculiar satisfaction that the editor has received from one of the sanest, most fair and best informed employers in the printing industry a careful review of the employment situation, with particular reference to the strike in New York.

Mr. Charles Francis, who is the man referred to, has had an experience as an employe which now enables him as an employer, to give utmost consideration to the requests of employes. As a successful master-printer, he is fully acquainted with all of the serious problems with which those now in charge of printing and publishing offices are confronted. He is generally credited with being the moving spirit in the formation of the Joint Conference Council, an organization whose work has already been commended in these columns.

Mr. Francis believes that the present need is for established wages and stabilized shop rules, all over the country, and that the Joint Council, or some similiar organization composed of representatives of the different elements of the industry should equalize scales, and conditions of various kinds so that all engaged in the industry may "work together in a commercial union of sense and security."

It is a privilege to publish a later communication from Mr. Francis upon this subject and the reader is cordially urged to read something of Mr. Francis' opinions as presented in an abbreviated form in a letter published on page 522.

* * *

The supply of the better grades of book paper, as well as that of several other varieties, is contracted for until the first of next year. The price of various grades, it is learned upon reliable authority, will be governed by conditions which promise to be more unfavorable, as the cost of everything entering into the product is bound to advance.

As a matter of fact, those who contract for a year's supply of paper stock will count themselves fortunate if they can obtain what they now contract for at even the present high prices.

Paper houses in the larger cities are quietly informing their better customers that they must calculate carefully as to what their future needs may be. Those who do not advantage themselves of the advice are warned that if they can buy from stock next year that the advanced prices that must be asked by the mills and paper houses, will bring consternation to many a customer when the printer tries to pass the increase along.

Some there are who hope that Congress or the Federal Trade Commission will regulate the paper market by coertion. Supply and demand are not permanently regulated by legislation and no end is gained by working one's self into a passion over the fact.

When wages and the cost of material entering into the production of a commodity advance, be it ginger snaps or lightning-rods, and the demand for the article grows beyond the capacity of production, the market price is bound to go upward.

THIRTY-FOURTH ANNUAL CONVENTION, NATIONAL EDITORIAL ASSOCIATION

[Continued from page 486

nomic, must have the aid of the power of the country press to attain to proper success.

JAMES O'SHAUGHNESSY,
Executive Secretary.

A telegram of warm greetings was also received from Secretary Daniels.

* * *

Mayor Ole Hanson, of the city of Seattle, was introduced and delivered a notable address on "Bolshevism." Extracts from Mayor Hanson's talk follow:

"During the past one hundred years we have admitted over thirty million aliens, most of whom have been assimilated and become real American citizens. The haphazard method of their admittance and lack of scientific distribution, however, has resulted in many undesirables coming to our land and also in the herding together of large numbers in the congested districts of our large cities, and creating slums, with all their attendant evils.

"I have given considerable thought to the matter and it seems to me that we must stand for selective admission and scientific distribution of aliens. Suppose the intending immigrant was compelled to pay $50 to our representative in foreign lands to be used for the purpose of investigation and examination—the prospective citizen to sign a questionnaire giving full particulars of himself and his experience, in order that we might be informed as to his record, training and character. If, then, the intending immigrant is found to be all right and we need such a person in some part of our country, he would be permitted to enter, but his destination would be that part of the country where he is needed. We must select our immigrants and we must send them to that part of our country where they are needed.

"Under our present system, thousands of experienced, skillful farmers stop in our great cities and become sweatshop workers, etc. This is abhorrent to all order and efficiency. It is pure waste of human material. I have known thousands of men to be idle in New York City while thousands more get off the boat from farming districts and remain in New York City instead of going to Kansas or some other farming state where men of their skill are badly needed. This makes it bad for our country and increases unemployment in our cities. It is my belief that the affairs of the United States must, in the future, be conducted primarily for the benefit of the United States. Such a plan of selective admittance and scientific distribution would be of mutual benefit to the immigrant as well as to our country.

The Under-Paid Public School Teacher

"We are, in my judgment, making a very grave mistake in our treatment of the school teachers and educators of our Nation. There is no class in the United States which is suffering from as much oppression and compulsory poverty as these same school teachers—and yet, next month we turn over to the 750,000 teachers of this Nation, 25,000,000 children and expect them to teach these children what a great country this is and what a great government we have.

"A few facts in relation to the school teachers may not be amiss: they are startling to the uninformed and almost unbelievable. In 1918 the average pay for a school teacher throughout the United States was $1.48 per day. In 1919 the average pay will be approximately $1.63 per day. The average pay in 1918 was $543.00 per year. The average salary of 59,000 elementary city school teachers in 1918 was $618.19. There are 19,000 teachers, including 338 high school teachers in the city schools who receive less than $60.00 per month. There are 3,000 school teachers, including 330 city school teachers who receive less than $500.00 per year.

"In this same year, 1918, the Railway Wage Commission urged that the lowest paid railway man should receive at least $1,400 per year. This same year the Johnson-Nolan bill provided that the minimum wage for civil service employes of the United States, including watchmen, janitors, and charwomen, should be raised to $1,080 a year. Director-General McAdoo authorized increase to railway employes amounting to three hundred million a year, claiming that a man could not maintain efficiency on an income of less than $1,400 a year. Government employes, everywhere, within the last few years have been raised from forty to sixty per cent, while the average increase for teachers has been not more than ten to twelve per cent. In Washington, D. C., the Senate raised the minimum salary for teachers in the District from $500 to $750 per year with an established maximum of $1,300 to be reached after twenty-five years of service.

"It is my thought that any employer who oppresses his employes, will reap his reward in hatred and inefficiency. The government employs the educator. The school teacher receives about one-half what the street car conductor gets; about one half of what the alien bootblack receives daily; less than one-half of what the ditch digger and the street sweeper receive in our city.

The cost of living during the past few years has increased, according to Bradstreet, 119%; the United States Bureau of Labor makes it 103%, while Dunn makes it 94%, all of which means that the teachers' pay has been decreased in exact proportion to the increase in living costs."

"In twenty-three states of this Union, the average pay for teachers before the war was $300 per year. In only two states, California and New York, was the average salary over $900 maintained.

"The teachers must receive a fit compensation for their efforts. Does any sane man question that they are worth as much to society as common labor? Does any man believe that our great Government can continue without the help of the educator in molding the minds and lives of the young?

"I trust you will return to your homes and strive to remedy this great injustice. It does not occasion me surprise when I meet school teachers socialistically inclined. We must do justice by the educators of the young, for in their hands to a very large extent, rests the future of our great plan of government.

"The builders of this Nation did their duty—we must do ours. This must be a government of the people, by the people and for the people of the United States of America. We are still doing business along National lines and until a new condition arises, we must still continue to do business as a Nation. The first question we must ask is, "What is best for the United States of America?" We have set up housekeeping—let us run our own house; let us conduct our own households for the benefit of the members of that household. I have great faith in the common-sense and elemental justice of the American people; I have great faith in their loyalty and patriotism; I believe that we have work to do, all of us, and that work must be done.

"I thank you for your attention and feel that the editors of this Nation will in the future, as they have in the past, do their full share."

Dr. Henry Suzzallo, President of the University of Washington, next spoke on, "The Making of Public Opinion."

President Suzzallo dwelt upon the great power exerted by newspapers in forming the public estimate of political leaders, and said that it was of fundamental importance to the nation's future welfare that appraisals of men in public life should be as nearly just and impartial as was humanly possible. It was the editor's duty, he asserted, to create a public interest in international affairs, and to sustain it, after the dramatic incidents of the peace conference have passed into history.

He cited the country's acceptance of the selective draft act, when the very word conscription had hitherto been hated, as an instance of what newspapers could accomplish in the way of education. Once the people understood the difference between an army conscripted by selfish rulers to further their own designs, and an army conscripted from those enjoying the privileges of democracy to protect that democracy from oppression, he said, there was little opposition to the idea. This acceptance, he declared, was due to intelligent handling of the draft problem by the newspapers.

Similarly, he said, those who glorify the revolutionary spirit in America should be taught the difference between revolution against autocracy, which was necessary to achieve reform, and revolution within a democracy which could be productive only of chaos.

"The time for the glorification of revolution in Anglo-Saxon currents of history has passed," Dr. Suzzallo continued. "We have other and more peaceful methods of reform."

He deplored the lack of interest in political problems at the present time, declaring that from the revolutionary period until after the civil war the average citizen had a far better comprehension of what democratic government meant than the citizen of today possesses. The drift of public thought had been away from political questions in the direction of economics, he said. "We are not really sure that we know what democracy is in America; we need to remaster its technique," he declared.

Praising the newspapers for their handling of the international questions that have arisen during the last three months, Dr. Suzzallo told the editors that they "were the makers and unmakers of leaders," and that it was one of their greatest duties to retain for the nation leadership worthy of democracy. He sounded a warning against the demagogue in politics, endeavoring to please rather than lead the people, and compared him to the sycophant, who sought to curry favor with an Oriental despot by flattery.

* * *

Opportunity in the army for vocational training, as outlined in a recent war department plan, were explained to the delegates by Col. P. J. Hennessey, who served overseas, and later commanded the One Hundred and Sixty-sixth depot brigade at Camp Lewis. More than 100,000 men, 30,000 of whom saw service in France, have enlisted in the regular army since the opening of the government's drive for professional soldiers, he said. These men would leave the service better fitted to cope with the problems of civil life, he declared.

Military training instilled higher ideals of citizenship, the colonel said, and made a young man better in every sense. He expressed the belief that vocational training in the service would solve the problem of getting men for the regular army, and urged the editors to coöperate with the government in the work of making clear to the nation what military training, in the light of what had been learned during the war, could accomplish. He gave several instances of young men inducted into the service who returned from overseas being trained to command much higher positions in civil life than those they left to enter the army, and told of a former waiter in a restaurant who left the service, as a captain to accept a $5,000 a year executive position.

* * *

Mr. Herbert Cuthbert, Executive Secretary of the Pacific Northwest Tourist Association talked on "The Economic Value of Our Waste Lands—How to Meet European Competition for Tourist Travel."

"You are now and have been for some days past in the Great International Pacific Northwest. You have been officially welcomed by governors, mayors and our leading citizens, and I am quite sure that you are beginning to feel at home. It is very gratifying to me, as chairman of the delegation which invited you in Hot Springs to hold your next convention in the Pacific Northwest, to know that you are here and that you have had the opportunity of seeing for yourselves this new empire of which my colleagues and I spoke to you in Arkansas. We trust that you are not disappointed with your welcome, the hospitality that has been shown to you and the opportunities that have been afforded to learn something of our natural resources, of our possibilities for expansion and development, and that our temperate summer climate has appealed to you as it does to all who visit us.

"I am not going to speak to you for the few minutes at my disposal on the natural resources which are usually the object of investigation and resarch. In a word or two, though, I may tell you that we have more latent, undeveloped, natural wealth than there is in any other part of this continent. You know that the four basic forms of all wealth are fisheries, timber, minerals and agriculture. Our fisheries are inexhaustible and include almost every known food fish. Our minerals are in the earliest state of development and include gold, silver, copper, iron, coal, lead and zinc. There are twelve hundred billion feet of standing timber and the yearly cut is scarcely sufficient to keep pace with nature. We have millions of acres of agricultural land in which the plow has never been set, capable of maintaining a population of at least seven million people, while our fruit lands are as prolific as any on the continent. Last year one county shipped forty million dollars worth of products, principally fruit, while the cost of the paper in which the individual apples of the Northwest are wrapped exceeds five hundred thousand dollars.

"I might also point out that in the Pacific Northwest man power finds its highest efficiency because of our equable climate. A man may work out of doors 365 days in the year and when he is off work he rests perfectly, and is thus able to use every ounce of energy he possesses. This combination of raw material and efficient labor assures a big industrial future.

"There is one natural resource, however, which has been very badly neglected. America as a nation has failed to grasp the significance and value of the tourist industry, for it is an industry, and like all others, is dependent upon raw material, capital and labor, for its development. An industry is much more valuable to a community, if you do not have to send away for the raw material, because all the wealth created by its de-

velopment remains in the country. Every dollar of revenue of the tourist industry stays here.

"This raw material is of a nature which cannot be used for anything else. It consists of the waste places of nature. You have had the opportunity of crossing the continent through what has virtually been called a sea of mountains. You have seen our inland waters, our lakes and bays, our undulating landscapes, and have visited our two great national parks, Crater Lake and Rainier. These are samples of our raw material which forms the basis of the tourist industry and which, from an economic standpoint, are waste places in Nature. Yet, I venture to say that if the same attention were paid to the development of this industry that has been paid to others, it would prove to be our biggest economic asset.

"The value of tourist travel is stupendous and is hardly conceivable to the mind of a man who has given it no thought. Before the war Americans spent in England alone two hundred million dollars a year; in France and Switzerland, four hundred million dollars, and in our own country tourists spent in Maine forty millions, in Florida forty millions, in the New England States one hundred millions, while in Cuba it was second only to the tobacco industry, and in Colorado it ranged next to mining and agriculture. In California, from the information supplied to me by the United States Bureau of Statistics, it was estimated that during the season it was worth one million dollars per day. Therefore, the economic value of our waste places, if calculated upon the amount of money American tourists spend annually is over a billion dollars a year. So far America as a nation has given no thought to this industry and has not done anything even to make the people acquainted with the magnificent scenery that it is to be found all around them.

"The building of at least three hard-surfaced national highways of easy grade from the Middle West to the Pacific Coast would be one of the most effective ways of developing the tourist industry at home. There are few well-to-do American families today that do not possess their own cars, and the fascination of using their own means of locomotion would even surpass that of going to Europe if they knew what their own country offered them in the way of scenery and opportunities for recreation and pleasure and could enjoy them in company with their own families. What the railway was to the vacationist and sightseer twenty years ago, the highways are today. There is no more important matter that can be dealt with now than the construction of such highways. Of course, it is obvious that highways built for this purpose also serve to improve communications between cities and states, facilitating the intermingling of the people of nearby territories, the marketing of products, reducing the cost of bringing them to market and consequently the cost of living The Pacific Northwest is doing everything that it can in the building of roads and highways, there being fifty million dollars available for this purpose during 1919 and 1920.

"Last of all but not least, we should advertise, advertise. The use of printers' ink has become the greatest force of our day. In the procuring of recruits for the army, in the selling of Liberty Bonds, in the development and expansion of business, and in the promotion of unity and patriotism amongst the people it has been the one great factor.

"Advertising should be utilized to impress upon the minds of the people that there is no such land as their own for recreation and pleasure. This advertising should be placed in the display advertising columns of the newspapers and magazines. In my opinion that is the class of advertising from which results are obtained. In the most attractive copy that can be devised we should tell of our wonderful national parks, the beauties of our country and highways, of mighty rivers, leaping cascades, evergreen forests, snow-capped mountains, glimmering lakes and of our fair and beautiful landscapes. The Pacific Northwest is doing its share in this way, believing that we have all these things to advertise.

"In this Pacific Northwest we have all that Europe can offer. In our inland seas we have a Mediterranean, in our two thousand miles of rugged coast line we have fiords far exceeding in beauty and grandeur those of Norway, in our mountain peaks and ranges, covered with eternal snow, we have the area of forty Switzerlands, we have a Rhine in the Columbia River, our lakes are more numerous than all the lakes of Killarney and of the English lake regions, and as beautiful. Atlin Lake alone, nearly a thousand miles away from us, is one hundred miles in length. In our primeval forests of giant evergreen trees, towering three hundred feet above us, we have all the forests of Europe equalled, and in our streams, rivers, and lakes we have every known kind of sporting fish. For our salmon fly fishing people visit us from all parts of the world. What you have seen has been samples of what you may see on a more prolonged visit.

"Then we must not forget the international aspect of the Pacific Northwest—two states of the Union and one province of Canada which have contributed their funds for the common purpose of exploiting the advantages and attractions of their joint territory, knowing that their interests are identical, two people under two flags have in this one enterprise demonstrated their friendship and neighborliness.

"You have been welcomed in Oregon and Washington. You are now to be received in the Parliament Buildings of British Columbia by the representatives of its government and people. You will have opportunity in this Pacific Northwest of seeing, intermingling, and becoming acquainted with men who have fought on behalf of the two great English speaking peoples and who have done so much to save the world from the German menace. Do not let us forget in this hour of peace what our condition would have been had we lost. But we won, because the right must always win and because our sons of two empires have fought in this twentieth century as they have always fought, with a bravery and heroism which cannot be surpassed by any other soldiers on earth.

"And as our sons have fought for this land, so will we work for it. We will endeavor to promote its development and progress that it may afford a means of livelihood and provide opportunities of advancement for those who have returned to us, and that the love of country which actuated them may be intensified, not simply because it is a rich in all the forms of basic wealth, but because it is a beautiful land and the one place in which life may be enjoyed to the utmost."

* * *

Mr. E. D. Higgins moved that a committee of five be named on nomination of officers. Motion prevailed, and the president named the following as the committee:

J. C. Brimblecom, Massachusetts; H. U. Bailey, Illinois; J. C. Gillespie, Iowa; C. E. Ingalls, Oregon; H. C. Hotaling, Minnesota.

Announcements of the entertainment features in the city of Seattle followed, after which the convention adjourned, to reconvene in the city of Victoria, B. C., August 18th, 1919.

Victoria, B. C., Monday, August 18. 1919

President Hardy introduced Mr. Benjamin S. Herbert, who spoke on the subject of "Typography and Circulation." A resume of Mr. Herbert's remarks follows:

"There is an impression abroad in the land among advertisers and advertising agents that the numbers of copies of a newspaper that are circulated are a paramount consideration in determining the value of a medium. When advertising is bought upon a scientific basis and newspapers are considered more valuable because of their character and by reason of the influence that they wield in their respective communities; when some thought is given as to the makeup of the paper typographically, the neatness of arrangement of news and display matter, certain truths will manifest themselves which will finally result in the recognition of many hundreds of high-grade intelligence carriers which are being passed almost unnoticed under prevailing systems of publicity value calculations.

"Because of the rapidly growing knowledge of the public as to what constitutes neatness in printing, there has developed an intuitive knowledge on the part of thousands as to what is a really artistic printed page. There is hardly a business man in America today who does not instantly recognize the difference between a good and a bad job of printing, and when comparisons are possible, as they are in the larger-sized cities, the successful advertiser has a developing inclination to patronize the paper that shows intelligence and care in handling his display copy.

"Some of you will not agree that first pages of newspapers should be given over entirely to the publication of news articles. There are those who claim and, probably are occasionally justified, that it is impossible to remove the advertisements now appearing on the initial pages of their publications from that position to another page. We have no quarrel with our ads-on-the-first page friends but wish to make the observation that wherever publishers have adopted the policy of removing advertisements from their first pages that their advertisers have seen the wisdom of the change and in many instances have appreciated that the value of the newspaper as a medium has actually been enhanced.

"In the arrangement of longer articles with three deck heads, it is possible after one has given a little time to the study of head writing to effect improvements which will gratify the most unschooled beholder. The comparison of a newspaper using the correctly headed arrangement of stories with one in which the heads are simply thrown together with no thought as to the ultimate printed effect, will quickly agree that the one is much more to be preferred above the other.

"The arrangement of advertising matter upon the inner pages is receiving more consideration by those who are anxious to produce the best newspapers. The generally accepted plan of arrangement among these seems to be the one that is known as the stair-step or pyramid arrangement by which the largest advertisement of the page is placed at the bottom and to one side and the smaller ads piled upon it in stairway fashion. The reading matter arranges itself in the rest of the space so that nine cases out of ten, the advertisement is next to reading matter, a position which is always appreciated by advertisers.

"So far as the typographic style of the advertisements themselves is concerned, a generalization of statement will probably have your hearty acceptance. The details must be worked out according to one's ability and equipment.

"The matter in the advertisement should be displayed as neatly as possible with the purpose in mind of making the strongest appeal to the readers. The proper use of white spacing and with some consideration of the laws of optics ought always be borne in mind by the compositor. Unhappily the large user of space is not always acquainted with the fact that he will get his printed sales talk over with greater effect by the use of a larger number of display lines and illustrations than he will by filling the space at his disposal.

"Printers haven't time to educate advertisers and advertisers, very unfortunately indeed, seem to have no time in which to study the principles of advertising, but in the larger cities where specialists not only have a knowledge of typography and psychology, but who have an instinct for getting the greatest results from a given amount of newspaper space, are coöperating with the composing-room and are actually giving instructions which are accepted by the wielders of composing sticks as possessing a certain amount of intelligence and a knowledge of the divine fitness of things.

"Typographically, the whole newspaper should be laid out with the general purpose of serving the reader with his daily or weekly meal of intelligence so as to permit him to select what he desires in the least space of time. News features should be in one place, the local news in another, the market reports in their place, the sporting and theatrical news, the society events, all should have the same relative position from one edition of the paper to another.

"In scanning the pages of a large number of daily and weekly newspapers, one notices that the classified sections of most newspapers could be built up to a very considerable extent and revenue derivable from this source will be found to aid in stopping up the leaks in other departments. A properly supervised, classified advertising department can be made a real adjunct to circulation building. Every reader of a newspaper is a possible patron of the classified section. Several newspapers have found that by devoting part of the last page of their paper to classified advertising, or by having some other page devoted particularly to this sort of information that the department will build itself.

The circulation of a neatly arranged, typographically perfect production will not only increase in strength but will hold its own regardless of the competition that may develop whether the opposition paper offers chinaware or automobiles as premiums. Intuitively, unconsciously the well-informed American appreciates good typography. He soon learns to enjoy the pages of an intelligently prepared newspaper and respects the opin- of the editor and becomes a staunch champion of its policies. The satisfied reader will communicate his satisfaction. The newspaper which observes the rules of good typography will aways have a welcome in the home. The respect of the family which a neatly printed representative of the Fourth Estate holds will not be violated when once gained. A reputation for uprightness, for a continuous endeavor to render the best service, is not lost quickly and the newspaper publisher who would wilfully allow departure from such a course would be not only a "blackslider" but somewhat of a chump, to say the least.

"Typography, good typography will not only win an increasing circulation but will hold readers against

attacks by competitors who ignore this most important feature of a newspaper's success."

* * *

The Secretary read several communications, one being a treatise on the Japanese problem; one on the Negro problem and one on school matters.

The two communications on the Japanese and Negro problems were not given any consideration. The one on school matters was referred to the general committee on resolutions.

The auditing committee read its report on the Association's financial standing as shown by the books of the Secretary and Treasurer, as follows:

Secretary's Report

RECEIPTS

Balance on May 31, 1918		$ 551.90
Remittances to Treasurer to and including August 17, 1919	$1,117.00	
Payment made to Treasurer August 5, 1919	1,088.50	2,205.50
Total Receipts		$2,757.40

DISBURSEMENTS

Orders No. 66 to 88, inclusive	$2,503.16	$2,503.16
Balance on hand, August 17, 1919		$ 254.24

TREASURER'S REPORT

May 31, 1918. Balance on hand at Arkansas Convention		$ 551.90
June 5, 1918. Received, Secretary Schlosser, Ark. Convention	$ 349.00	
June 7, 1918. Received, Secretary Schlosser, Ark. Convention	80.00	
June 21, 1918. Received, Secretary Schlosser, Ark. Convention	7.00	
July 1, 1918. Received, New Jersey Press Association	75.00	
July 6, 1918. Received, Colorado Press Association	32.00	
September 21, 1918. Received, G. L. Caswell	6.00	
November 1, 1918. Received, Washington Press Association	21.50	
December 9, 1918. Received, Cook County Press Club	4.00	
Jan. 9, 1919. Rec'd C. R. Callahan.	2.00	
Jan. 18, 1919. Rec'd Sec'y Schlosser	2.00	
Jan. 18, 1919. Rec'd Mrs. Xanders.	2.00	
Feb. 12, 1919. Rec'd Sec'y Schlosser	4.00	
Feb. 27, 1919. Rec'd H. E. Howe	2.00	
Feb. 27, 1919. Rec'd Grace Buckingham	2.00	
Feb. 27, 1919. Rec'd Tennessee Press Club	20.00	
April 10, 1919. Rec'd Sec'y Schlosser.	8.00	
April 14, 1919. Rec'd Colo. Press Association	74.50	
April 14, 1919. Rec'd Albert Tozier	2.00	
April 14, 1919. Rec'd Mass Press Association	41.00	
April 21, 1919. Rec'd Sec'y Schlosser	35.50	
May 1, 1919. Rec'd Minn. Press Association	107.50	
May 9, 1919. Rec'd Sec'y Schlosser	10.00	
May 19, 1919. Rec'd Sec'y Schlosser	12.00	
May 31, 1919. Rec'd Sec'y Schlosser	19.50	
June 23, 1919. Rec'd Sec'y Schlosser	48.00	
June 26, 1919. Rec'd Sec'y Schlosser	8.00	
June 26, 1919. Rec'd Sec'y Schlosser	8.00	
July 5, 1919. Rec'd Sec'y Schlosser	12.00	
July 7, 1919. Rec'd Sec'y Schlosser	112.50	
July 17, 1919. Rec'd Sec'y Schlosser	10.00	
Aug. 6, 1919. Rec'd Sec'y Schlosser	834.00	
Aug. 9, 1919. Rec'd Sec'y Schlosser	180.00	
Aug. 16, 1919. Rec'd Sec'y Schlosser	40.00	
Aug. 16, 1919. Rec'd Sec'y Schlosser	27.50	
Aug. 16, 1919. Rec'd Sec'y Schlosser	7.00	$2,205.50
Total Receipts		$2,757.40

DISBURSEMENTS

Order No. 66. Schlosser, back salary, salary, 1919	$150.00	
Order No. 67. Schlosser, ptg., postage	245.86	
Order No. 68. Schlosser, salary, 1918.	400.00	
Order No. 69. Hotaling, postage and printing	129.39	
Order No. 70. Brown & Farringer Record Book	5.90	
Order No. 71. J. B. Cain, salary, 1917	50.00	
Order No. 72. J. B. Cain, postage, expense	24.68	
Order No. 73. Hosmer, expense	42.46	
Order No. 74. Will Wilke, rebate for son	2.00	
Order No. 75. National Printer-Journalist, postage	41.28	
Order No. 76. J. B. Cain Bond	7.00	
Order No. 77. Schlosser balance, Hot Springs Expense	50.00	
Order No. 78. Hosmer, Expense	35.50	
Order No. 79. Hosmer, Expense	43.00	
Order No. 80. Hosmer, Expense	95.60	
Order No. 81. Ravenswood Press, Printing, 1919	8.18	
Order No. 82. Guy U. Hardy, Expense	144.65	
Order No. 83. Solts & Pollards, ptg.	14.00	
Order No. 84. Geo. Hosmer, Expense	140.25	
Order No. 85. J. B. Cain, Salary, 1919	50.00	
Order No. 86. Geo. Schlosser, Salary, 1919	400.00	
Order No. 87. Geo. Schlosser, printing	403.86	
Order No. 88. Kubli & Hinere, ptg.	19.50	
		2,503.16
Balance on hand, August 17, 1919		$ 254.24

To the National Editorial Association:

Your auditing committee has checked the statements of the Treasurer and Secretary, comparing vouchers with the accounts as far as possible in the absence of vouchers and canceled checks, and find the statements reconciled. The committee suggests that at future audits all vouchers and as far as possible all cancelled checks be submitted to the auditing committee in order to facilitate an accurate checking of the accounts.

GEO. W. MARBLE, Chairman.
I. G. STAFFORD.
FRED ALLSOPP.

On motion of Mr. W. J. Smith, the report of the auditing committee was received and accepted.

Amendment to the By-laws offered by Mr. G. L. Caswell of Iowa as a substitute to an amendment proposed by Mr. J. C. Brimblecom of Massachusetts provides as follows:

"That each state or district represented by five or more members at a regular or special convention shall be entitled to cast five votes in such convention, pro-

vided, that any state represented by less than five members shall be entitled to but one vote for each delegate present, and all state organizations affiliated with the National Editorial Association shall be entitled to one additional vote for each ten members or major fraction thereof, which vote shall be cast pro rata by the actual paid members present in the convention."

Mr. Brimblecom withdrew his amendment and the substitute offered by Mr. Caswell was adopted.

Amendment to By-laws was offered by Mr. J. C. Brimblecom.

"That the title of the Secretary shall be changed to that of Recording Secretary.

That the Executive Committee shall prescribe the duties and fix the salary of the Recording Secretary.

That the Executive Committee may appoint an executive secretary or field secretary, prescribe his duties and fix his salary."

On motion this amendment prevailed.

The report of the Credentials Committee was then submitted by the chairman, Mr. J. C. Brimblecom, showing that the committee on credentials had attended to the duty assigned it and reported that the convention was entitled to 221 votes, of which 144 were by 12 coordinating associations and 77 by individual members.

Twenty-six states and territories were represented.

On motion of Mr. W. R. Hodges of Minnesota Convention adjourned until 8 o'clock, Tuesday morning.

Victoria, B. C., Tuesday, August 19, 1919

Convention assembled as per adjournment.

Reports of committees on resolutions was first order of business. The report was submitted by the chairman, Mr. L. S. Whitcomb, as follows:

Resolutions

The Thirty-fourth Annual Convention and Victory Tour of the National Editorial Association has been one of the most enjoyable ever conducted by this organization. Its trip through Northwest Canada and the States of Washington and Oregon has been one round of pleasure and sight-seeing. We will take back home delightful memories of this wonder tour and a greater appreciation of this land of opportunity. The committees in charge and the people in the towns and cities where we have been guests have left nothing to be desired in their arrangements for our entertainment. This has involved a great amount of hard work and sacrifice, because the Victory Tour of the National Editorial Association is one of the largest ever taken by its members.

For the very warm hospitality and lavish entertainment given us on every side we extend our heartfelt thanks and deepest appreciation and instruct our Secretary to make formal acknowledgments in writing of our gratitude to all who contributed to our comfort and pleasure during the Convention tour.

Whereas, Economic conditions resulting from the effects of the world war during this reconstruction period are causing great social unrest, and

Whereas, These conditions are furnishing an opportunity for the spread of radicalism among American industries and institutions, be it

Resolved, That the National Editorial Association reaffirms its unfaltering allegiance to the American Government and pledges its support of everything American, and to this end be it further

Resolved, That the National Editorial Association stands unreservedly for one flag, one language for our country, and be it further

Resolved, That the members of our Association use every reasonable means to assist those in authority to bring about a readjustment of living costs and an early restoration and normal economic conditions.

Whereas, No good and sufficient reason has been offered by manufacturers for the recent advance in the price of print paper announced in most paper markets, and nothing to justify the current report that a still greatly increased price will be demanded, and

Whereas, a hearing will shortly be held to determine what constitutes a fair price for print paper, and

Whereas, the work of the Federal Trade Commission, which aided so materially in 1916, 1917 and 1918, to stop profiteering on the part of paper manufacturers and dealers has been seriously hampered by failure of Congress to make appropriations sufficient to enable the commission to keep up the investigations of cost of production, therefore be it

Resolved, That the National Editorial Association commends the work done by the Federal Trade Commission and urges Congress to grant additional appropriations at once so that the Commission may bring its investigations down to date and thus prevent profiteering.

Resolved, That we urge every newspaper publisher in the United States to eliminate waste in the use of print paper and to use all practicable methods that were employed to save paper during the war period, and any other plans that may be found feasible to avoid a repetition of the panic of 1916.

Whereas, the members of the National Editorial Association believe that a zone newspaper postage rate is right and just, and that there can be no valid reason advanced for a return to the old flate rate of second-class postage, and

Whereas, the members of this organization and the newspapers of the nation generally are not in favor of the Government giving bonuses to any industry, therefore be it

Resolved, That the National Editorial Association, in the Convention assembled, again endorses the principle of zone postage rates on newspapers, and that it urges Congress to continue the present zone postage law in operation with such amendments as will make it more easily operated, but under no circumstances to repeal the present law and return to the old flat rate of postage as is proposed.

Whereas, the National Editorial Association aspires to be of greater usefulness to the newspaper profession and business of the country, and believes that a stronger organization should be perfected to the advantage of all,

And, Whereas certain definite plans have been more or less agreed upon at recent meetings of the Association and Executive Committee.

Therefore, Be it Resolved, That the Executive Committee is hereby authorized to perfect and put in operation such of these plans as it may deem expedient, that these plans for the enlargement and betterment of the National Editorial Association shall include the development of the coördinating associations idea along the lines outlined in the constitution; that addition of the Sustaining Membership clause, the employment of an Executive Secretary and such other assistants as it may deem expedient and within the means made available by the plan of financing suggested or otherwise developed.

Resolved, That the National Editorial Association record its disapproval of the practice of the publication

of veiled advertising under the guise of reading matter.

Resolved, That the National Editorial Association cordially endorse the campaign of the Association of advertising agents in the endeavor to secure the adoption of uniform rate cards.

Whereas, There is now a vast waste of effort and money in carrying on the publicity work of the Government which meets with the favor of the press on account of its political construction and also because of the vast volume which is coming from all the different sources of activity, therefore

Be it Resolved, That we petition Congress to enact a law for the establishment of a non-partisan publicity bureau for the handling of all matters of public interest that may be brought out by the different heads of departments of the United States and by special commissions; we would suggest that a bureau of publicity be established consisting of three members, one member to be appointed by the President of the United States, one member to be appointed by the majority members of the Senate and the third member to be appointed by the minority members of the Senate.

Be it Resolved, That the thanks of the Association be extended to the U. S. Shipping Board and the Skinner & Eddy Corporation of Seattle for the special courtesy shown us in changing the name of an ocean-going vessel from the Elkton to the "Editor" and launching it in our honor. Not only did this occasion afford novel, interesting and instructive entertainment, but it is rich in figurative application to our profession. Alas! "Too often have the skids been greased under an editor as he has trembled on the ways of professional endeavor, but this Association now breaks precedent in the forced admission that an "Editor" has taken water. The "Editor" floats! Long may she carry the flag of American commerce on the high seas, and staunchily take her place in a great and growing American Merchant Marine. Eagerly will her goings and comings be watched for in the marine news and long will the members of this Association remember with sincere pleasure the splendid country of her builders, and the unmistakable efficiency of this wonderful plant on the waters of Puget Sound.

Resolved, That the National Editorial Association strongly endorses the movement to build a Federal highway from Medford to Crater Lake in the State of Oregon. The lake is one of the great scenic wonders of our great country. Such a highway will encourage tourist travel and induce our people to "See America First" a movement that this Association warmly approves. We urge that action be by Congress promptly so that thousands of tourists, who wish to see this great work of nature which for natural beauty ranks with the finest drives in the world, may have the opportunity of traveling over a paved highway.

By

FRANK O. EDGECOMBE.
J. C. GILLESPIE,
FRANK P. GOSS,
L. S. WHITCOMB,
WALLACE ODELL,
R. P. McINTOSH.

The report was unanimously adopted without discussion. The following resolution was offered by Mrs. I. G. Stafford.

Whereas, On June 4, 1919, the Congress of the United States voted favorably on the Federal Suffrage Amendment to the United States Constitution, thus passing it on to the States of the Nation for ratification, and

Whereas, this great liberating measure has been already ratified by fourteen states of the nation, almost half of the number necessary for ratification, therefore,

BE IT RESOLVED, That the National Editorial Association go on record as favoring the immediate ratification by the States of the Federal Suffrage Amendment as a long delayed measure of justice to the women of this Nation.

Upon motion, this resolution was ordered placed upon the table.

The question of sustaining membership came up for consideration and following the discussion a rising or voluntary subscription pledge was called for, resulting in more than forty signifying their willingness to pledge a $25 sustaining membership. Later more than sixty members subscribed this amount.

Report of the committee on nominations followed and resulted in the following officers and executive committee:

E. A. Albright, President, Gallatin, Tenn.
Will Wilke, Vice-president, Grey Eagle, Minn.
Geo. Schlosser, Recording Secretary, Wessington Springs, S. D.
J. Byron Cain, Treasurer, Belle Plaine, Kansas.

Executive Committee—E. E. Brodie, Oregon City, Oregon, two years; G. L. Caswell, Denison, Iowa, two years; F. N. Henderson, Little Rock, Arkansas, two years; W. W. Aikens, Franklin, Indiana, one year.

A large number of cities presented the usual invitation to the Association for its next annual meeting.

G. L. Caswell presented an invitation from Omaha and J. C. Brimblecom from Boston.

The Boston invitation was finally accepted.

There being no further business of importance to come before the Association adjournment was taken, sine die.

GEORGE SCHLOSSER, Secretary.

Executive Committee Meeting

On board cars, August 5, 1919.

Executive Committee Meeting called together by President Hardy.

Those present, besides the president and secretary, being Messrs. Brimblecom, Caswell, Bailey, Henderson, Wilke and Albright.

The Secretary presented a report of the finances.

It was the concensus of all present that the reports of the Secretary and Treasurer this year should show a clear statement with all bills paid.

Bills of the Association's indebtedness were called for with following result:

Saults and Pollard Limited, Winnipeg	$ 14.00
Geo. E. Hosmer	140.25
G. U. Hardy	144.65
Geo. Schlosser	803.86
J. Byron Cain	50.00
	$1,152.76

On motion, orders were ordered drawn for the several amounts.

The President named L. S. Whitcomb of Albert Lea, Minn., a committee on resolutions to be augmented by additional members at Portland.

Many matters of importance and much helpful information for future consideration of the occasion was discussed.

GEORGE SCHLOSSER, Secretary.

Executive Committee Meeting

On board Steamer, "Princess Charlotte," Tuesday, August 19th, 1919.

President Albright presiding.

Present—J. C. Brimblecom of Massachusetts; H. U. Bailey of Illinois; Frank N. Henderson, Arkansas; G. L. Caswell, Iowa; E. E. Brodie, Oregon and W. W. Aikens, Indiana.

Mr. Brimblecom asked for a tentative approval of the week of June 7th, 1920, as the date of the meeting scheduled for Boston in 1920. On motion this request was approved.

On motion of Mr. Henderson supported by Mr. Brodie, Mr. Wilke was designated as chairman of the committee on transportation with power to select his associates and to designate routes of travel, program, etc.

The matter of carrying out the directions of the convention in the employment of an executive secretary was discussed at length. Mr. Caswell of Iowa submitted a general outline covering the kind and qualifications of person to be employed, his salary, location and general duties.

Following a general discussion it was moved by Mr. Brimblecom and supported by Mr. Caswell. "That it is the sense of this committee that an Executive Secretary be employed for the ensuing year." This motion prevailed.

On motion of Mr. Brodie, the Executive Secretary's salary was fixed at $3,000, based on a budget of $10,000.

Moved by Mr. Brimblecom, supported by Mr. Brodie, that the duties of the Recording Secretary cover also the issuing of all orders drawn on the Treasury, transmitting same, and that his salary be fixed at $200 per year. Motion prevailed.

The Secretary asked to have an order issued in favor of Harry Boynton, Illinois, for $25, said amount having been erroneously credited to the general funds of the association, whereas it was intended as an advance guaranty deposit for the committee on transportation. The President was authorized to act in the matter.

On motion of Mr. Brodie, supported by Mr. Aiken, an order in favor of H. C. Hotaling for $150 in payment of publication of 1918 Proceedings in pamphlet form was ordered.

On motion, the Secretary was directed to draw a duplicate order for $75 in favor of Geo. E. Hosmer, the original order having been lost in the mail.

The President was authorized to direct the placing under suitable bond of the Executive Secretary and Treasurer, in such sum as his judgment may dictate.

The employmbent of an Executive Secretary was discussed at length. Possible, available and desirable men were considered.

At this period in the deliberations of the committee, Past-President, H. C. Hotaling of Minnesota, was invited to the conference and offered the position of Executive Secretary. A short recess was taken to give Mr. Hotaling an opportunity to confer with close friends and immediate members of his family.

On re-assembling, and Mr. Hotaling having expressed a willingness to accept the responsibility, the following motion prevailed:

Moved by Mr. Henderson, "That Mr. H. C. Hotaling be employed as Executive Secretary of the National Editorial Association to act under the direction of the Executive Committee, and to report to the Committee at such times as necessary, his duties to be as outlined in the discussion by the committee as follows:

The Executive Secretary shall be chosen and contracted with annually by the Executive Committee of the National Editorial Association. His duties shall be to have charge of a centralized bureau of information and general service for the benefit of members of the Association. He shall maintain a central office at such place as may be determined by the Executive Committee.

It shall be the duty of the Executive Secretary to assist in the organization of state and district associations for the purposes of affiliation with the National Association, to collect all dues of whatsoever kind prescribed by the constitution and by-laws and secure sustaining members as directed by the Executive Committee over the entire country. He shall remit all monies collected directly to the Treasurer, taking his receipt therefor, and shall file with the Recording Secretary itemized statements of expense and for salary, on the filing of which the Recording Secretary shall make out and immediately forward warrants for the amount to the President for his signature, and the President may approve and forward same to the Treasurer, who shall issue checks for the amounts required, payable to the Executive Secretary or others to whom such payments are made. A complete record of all monies collected on different accounts shall be kept by the Executive Secretary and forwarded with his remittances to the Treasurer for filing and for verification by the Executive Committee.

It shall be the duty of the Executive Secretary to keep in touch with and look after national legislative interests of the Association and to assist state and district associations in perfecting and securing just and comprehensive laws in the interests of members generally and to pursue a broad policy of legislative enactment.

The Executive Secretary shall be accountable to the Executive Committee, but shall be a first aid and assistant to the President of the Association, taking care of arrangements for programs and details of annual or special meetings as directed by the President, and under the President shall be the directing official at association meetings. To this end he shall appoint and employ such assistance as is required and authorized by the President or Executive Committee.

The Recording Secretary of this Association shall be elected annually at the regular annual convention of the N. E. A. His duties shall be to answer and conduct all correspondence pertaining to his office and to carefully and promptly record and transcribe the minutes of all meetings of the Association and of the Executive Committee, have same printed or published as directed by the Committee, and to assist in carrying on all business of the conventions that properly applies to the secretary's office. He shall issue warrants for the payment of bills and accounts on the itemized statements of the Executive Secretary and for other accounts bearing the O. K. of the officer or member authorizing the expenditure made, all of which bills or statements will later be subject to audit by the Executive Committee.

On motion of Mr. Bailey, Past-president Hardy was named as a committee of one to revise the constitution and by-laws, and to present same for approval at the 1920 meeting of the Association.

Moved by Mr. Brodie that the Proceedings of the 1919 session be published in pamphlet form and that such publication do not exceed 1,500 copies. Motion prevailed.

On motion, committee adjourned to reconvene on call of the president.

(Signed) GEORGE SCHLOSSER, Secretary.

VICTORY TOUR OF THE NATIONAL EDITORIAL ASSOCIATION

Wonderful Mountain Scenery of British Columbia and Oregon— How the Northwest Entertains Visitors

THE leisurely journey through the mountain country was a source of continual delight. With obliging and well-informed officials of the Government and railway in each car, the passengers had opportunity for the acquirement of knowledge impossible to other tourists.

From Lucerne, a mountain gem of surpassingly beautiful setting, the train of eager sight-seers wended its way slowly through valleys banked with awe-inspiring grandeur.

Snow-capped peaks, rising majestically, were to be seen at every turn. Beautiful mountain streams, like silver threads could be traced to their origin, thousands of feet away, up under the fields of snow and ice.

At Summit, the boundary between the provinces of Alberta and British Columbia, is reached.

A sight never to be forgotten was that of Mount Robson, the highest and most majestic peak of the Canadian Rockies, rising to an altitude of 13,087 feet. Its pointed apex of ice can be seen for some miles from the railway before it bursts in full view, where the Grand Forks River enters the Fraser. Its precipitous base is but four and a half miles as the crow flies from Robson Station. At the head of the low valley, its tremendous cliffs, too steep for snow to lie, rises up ten thousand feet, crowned with a snowy pyramid. As one gazes upon the scene he may discern the headwaters of streams flowing from the glacier on their summit to the Arctic and Pacific Oceans.

Arriving at Kamloops in the evening, the train was parked for the night and the journey resumed in the morning, allowing the fullest possible opportunity of viewing all of the scenic wonderland.

Boston Bar was reached in the early evening. The moving picture operator entertained the same audience once more with a "show" which had the usual element of fun, but consisted largely of educational reels, further driving home to the already persuaded onlookers, the fact that Canada is a land of limitless opportunity, possessing boundless advantages.

From Lytton to Vancouver, a distance of 158 miles, the Canadian National Railway follows the valley of the Fraser River. The railway bridges the Thompson at Lytton, where the canyon suddenly widens and admits the turbid torrent of the Fraser. From Lytton Mountain, which rises about 6,000 feet above the town, the Cascade Mountains in Washington may be seen, and other rugged Alpine summits in the coast range, supporting glaciers and ice fields.

Spanning the canyon of the united rivers, the railway follows the north side as far as Cisco, where it recrosses on a lofty steel structure, from which a splendid view is obtained of the surging stream below.

From Lytton to the delta below Hope, the river is closely hemmed in by the mountains of the Cascade Range on the west. These two mountain systems overlap each other for about a hundred miles, and the Fraser forces itself between the town until it emerges at the head of the delta to pass around the southern end of the Coast Range. This is properly the canyon, though it has become customary when speaking of the Fraser Canyon to refer to the Great Gorge, which commences below Boston Bar and ends at Yale. The latter, however, is matchless in its rugged grandeur, where the river forced back upon itself by huge rocky projections, swirls from one side of the chasm to the other and, split by huge boulders and jagged masses of displaced rock in the channels, the mighty torrent roars in tempestuous fury.

The city of Vancouver, "the Pacific Gateway of Canada," was reached Wednesday evening, August 6th.

Thursday morning the party of visitors was taken in motor cars, arranged for by the Board of Trade to Capilano Canyon, and as guests of the Capilano Lumber Company were then treated to what was described as a typical logging camp dinner. The menu was most elaborate and abundantly satisfied all of the gastronomic requirements of the large company.

The printer-publishers then were given the opportunity of studying at close range, the methods of felling and transporting the big giant trees of the British Columbia forests.

One immense tree, two hundred feet in height, was felled mid the mixed exclamations of awe, admiration and fear. Another thrilling exhibition was the topping of a big tree by a lumberjack, one hundred and fifty feet above ground. As the forty or fifty-foot treetop broke and crashed to the ground, the great trunk catapaulted backwards and forwards, while the death-defying lumberjack clung on, swinging his cap to his cheering admirers below.

Returning to the city, the visitors became the guests of the city council and were given a luncheon and a sail about the harbor and Howe Sound on the "Princess Patricia," later taking the beautiful steamship, "Princess Charlotte," southward to Seattle.

Arriving at the docks, the travelers were convoyed to the Hotel Butler, where the enterprising citizens of Seattle had arranged a delightful breakfast with accompaniments of orchestral music and vocal numbers by a lady soloist.

Hurried to a waiting special train, again in autos furnished by the citizens, the party was sent on its way to Portland.

A stop was made about noontime at Chehalis, where an out-of-doors luncheon was served in a beautiful park.

A number of addresses were made, one of the most memorable of which was by Mr. Albert Tozier, seventeenth President of the National Editorial Association, who is now a resident of Portland, Oregon. Mr. Tozier founded the Chehalis "Nugget" in 1884 and attended the first meeting of the National Association in New Orleans in 1885.

After registering at the Portland hotels, the publishers were taken in motor cars about the city and to Laurelhurst Park, where a bountiful dinner was served upon the lawn, beneath huge, towering pine trees. But a faint idea of the beauty of the scene may be gathered from the view presented herewith.

The consumption of the edibles was accompanied by band music and community singing, following which interesting addresses were made by Mayor George L.

Baker of Portland, and Mr. C. E. Ingalls, president of the Oregon State Editorial Association. A brief response was made for the National Editorial Association by past-president George E. Hosmer of Denver. The editors later entrained in the waiting motor cars for a drive through the industrial district of North Portland.

The evening was made still more interesting for the male contingent by a stag social given by the Portland Press Club in their pleasant club rooms.

The opening session of the convention was held Saturday morning in the Elks' Building, detailed account of which, prepared by Mr. George Schlosser, Secretary, appears elsewhere.

At noontime a cafeteria luncheon was served in the Portland Press Club rooms by the Oregon Home Industry League, following which the afternoon session of the convention engaged the attention of the delegates.

At 4 o'clock the publishers took special inter-urban cars for Oregon City, where was held one of the most interesting ceremonies of the entire tour—the unveiling of a granite marker in commemoration of the establishment of the first newspaper on the Pacific Coast, the Oregon Spectator.

Members of N. E. A. enjoying an open air banquet beneath the giant pine trees, Laurelhurst Park, Portland, Oregon, August 8, 1919

The exercises were in charge of Mr. E. E. Brodie, Executive Committeeman of the National Editorial Association and publisher of the Oregon City Enterprise.

Mrs. Guy U. Hardy, wife of the president of the National Association, and Aaron Wait, grandson of the fourth editor of the "Oregon Spectator," drew from the stone the flag which covered it.

Three-minute speeches were given by Mrs. Eva Emery Dye, author of a number of books on the history of the state; George H. Himes, assistant secretary of the Oregon Historical Society; Mrs. Jennie Barlow Harding, past-regent of Susannah Lee Barlow chapter, D. A. R., and Mr. Edward Albright of Gallatin, Tenn., vice-president of the N. E. A., and Mr. W. P. Hawley, owner of the Hawley Pulp and Paper Mills, who had the monument erected.

Mrs. Dye told something of the historical significance of the spot. "This was the first town in the valley," she said; "it had the first schools and the first paper. The first governor lived here and the first provisional government was established in headquarters in the village. Some of those pioneers were descendants of Daniel Boone and they were all of the same sturdy stock. Here where men once met to trade furs and where a country printer set his paper by hand are now located the largest woolen mills west of the Mississippi, and paper mills that furnish their product to South America, China and other foreign lands."

Mr. Himes told of his personal acquaintance with many of the men whose names were on the monument and declared that although California claims to have started a paper ahead of the Oregon Spectator, the latter was six months and ten days earlier than it. In closing he said, "I remember a man who stood on these hills November 24, 1884, looking down on the water and wondering how long it would be before his dream of harnessing the power would come true. Now it has been realized."

Mrs. Harding followed with a few incidents in connection with early life in the town. She told of ballrooms illuminated with tallow candles where the dancers kept time to the fiddle and the tapping of the musicians' feet. Every night at 12, after a feast had been served, the women retired to the dressing rooms and arrayed themselves in another party frock.

Mr. Albright praised the custom of commemorating the deeds of pioneers with monuments. "We in the east have neglected this custom," he said, "but you people have come again to see how well the pioneers wrought. We have been busy building factories and have forgotten this important work."

The pioneer he held up as a model man and expressed the hope that future Americans would profit by their example.

At the close of the ceremonies, three little girls distributed roses from the D. A. R. to the visitors. They also gave away samples of Oregon City Indian robes. Mr. Hawley then escorted the editors and their wives to the paper plant, where his largest machine was in operation.

Several descendants of the men identified with the founding of the Oregon Spectator in 1847 were present, among them Aaron Wait, C. N. Wait, Miss Camilla Abernathy, Mrs. A. E. King, Mrs. Norwood Curry, Florence Louise Curry, Lewis A. McArthur, Mrs. Harriet McArthur, Mary Lawrence McArthur and James B. Nesmith.

Saturday evening the visitors were tendered a banquet by three Portland newspapers, The Oregonian, Evening Telegram and News.

The occasion was a particularly enjoyable one; again demonstrating that the people are worthy of the reputation of being super-excellent hosts.

Sunday, August 10th, was a memorable day for the visitors. Automobiles provided by the Portland Rotary Club, left the hotels for a trip over the Columbia River Highway, the scenic road of the Pacific Northwest. Upon arrival at Eagle Creek a fish and bear breakfast was served by members of the Portland Progressive Business Men's Club. The game was furnished by the Fish and Game Commission of Oregon.

Many miles had the members of the National Editorial Association traveled, almost across a continent, and many a rare sight had they seen, but no experience had been as perfect as the motor ride in the morning with the river breeze blowing and the rising mists from the Columbia revealing an ever-changing landscape. Just as the party reached Crown Point the sun burst through

300 Printer-Publishers Going to Press with a Fish and Bear Breakfast, Eagle Creek, Columbia River Highway, August 10, 1919

and the hundreds of visitors viewed the gorge at its best. It was exactly 10 o'clock as scheduled, that the fun and feasting at the beautiful camp grounds began.

While more than 500 guests sat at the long board loaded with every sort of delicious edible, some fifty white-coated waiters busily plied the carving knife, milk can, coffee percolator and frying pan.

For these fifty superior stewards were none other than fifty members of the Progressive Business Men's Club, under the leadership of Judge Jacob Kanzler, former president of the club. Saturday night they journeyed from Portland to begin their labors, which did not end until the sun was high overhead, Sunday.

In keeping with the spirit of the times, an opportune moment was chosen to foment a "strike" among the waiters, who, led by Frank Hilton, former president of the Progressive Business Men's Club, laid down pitchers and trays and answered the riot call. Mr. Hilton, as orator of the occasion, proclaimed the demands of "Cooks' and Waiters' Union, Local No. 43," namely the righting of "injustice" perpetrated by Jacob Kanzler and Forest Supervisor "Tom" Sherrard.

Following the return to Portland, a special train, decorated profusely with roses and other beautiful flowers by Mrs. Edith Tozier Weatherred and a committee of ladies, was boarded at 4:30 o'clock for Salem, the State Capitol.

The train was provided by the Portland Chamber of Commerce and local business men, with Mr. W. J. Hofmann, chairman of the general Portland committee, in charge.

Arriving at Salem, the party walked to Wilson Park, a short distance from the station.

Governor Olcott greeted the visitors, while aviators overhead buzzed a welcome with their whirring motors.

The menu, a most enjoyable one, consisted entirely of Salem products. Drives about the city and surrounding country were furnished by the citizens.

The train left at 9:30 for an all night's trip to Medford, in Southern Oregon, with Governor and Mrs. Olcott and other distinguished people of the State, all determined to make the journey as interesting and enjoyable as possible for the visiting newspaper men.

Medford was reached early Monday morning, where breakfast was provided by the commercial clubs of Medford, Ashland and Grants Pass. Automobiles and a box luncheon were furnished by courtesy of the same organizations.

While there were some hardships in connection with the trip and while a certain degree of "roughing it" was required of the editors, they all showed themselves to be true sportsmen and enjoyed the auto ride to Crater Lake.

Crater Lake proved to be fully worthy of all the glowing representations that had been made of it. The great "Sea of Silence," the only lake of its kind in the world, with its matchless blue water changing to darker and darker hues while the shadows of the evening lengthened, was soul-stirring, thrilling one's nature into a silent, respectful appreciation of the beautiful handiwork of Nature; arresting one's attention and irresistibly enforcing a contemplation of the deeper things of life.

Secretary Will G. Steel, re-discoverer of Crater Lake, and Professor Vining of Ashland, described the geolog

Three Past-Presidents of the N. E. A. at Crater Lake, Oregon: H. C. Hotaling, Mapleton, Minn.; G. E. Hosmer, Denver, Colo., and Albert Tozier, Portland, Oregon. August 12, 1919

ical formation of the lake, told of its history and conjured up for the editors the Lloas and Indian gods who make their home in its depth. Welcome addresses were made by Governor Olcott and the Southern Oregon people and a response was delivered by F. N. Henderson of Little Rock, Ark., for the editors.

Mayor Gates of Medford presided.

Wednesday morning the guests rose at 5:30 to view the rising sun over the rim of the lake. The sight was equal to the expectations of the party; the sky was perfectly clear and the coloring of the lake deepened and changed as it does at that time when weather is favorable. Breakfast was served in the big dining-room of

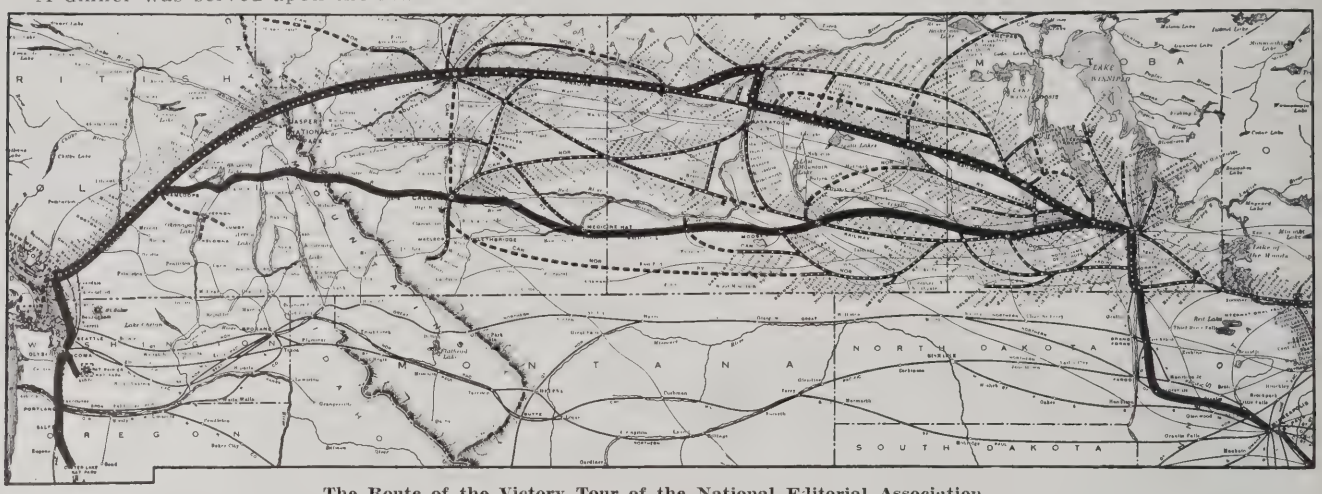
the lodge, with lake trout. The morning was spent according to the inclinations of each group, many visiting Victoria rock, Anna Canyon and other points of interest and at 10 o'clock the cars began leaving for the return trip.

Ashland, a few miles from Medford, was reached in the early evening.

A dinner was served upon the lawn of beautiful Lithia Park, the scene rivaling in beauty that of Laurelhurst Park in Portland.

Home products entirely were served, Ashland chicken jam, jelly and fruit being features of the excellent menu.

The special train left Ashland for the return trip to Portland at 8 o'clock, waiting for a while at Medford for several who had been delayed in their arrival in automobiles from the lake.



The Route of the Victory Tour of the National Editorial Association
July 28th to August 26, 1919

Starting at Minneapolis July 27th, over the Soo Line, the long journey was begun at Winnipeg, July 28th, over the Canadian Northern Railway (the route indicated by the upper heavy black line) and returning to Winnipeg, August 28th, by the Canadian Pacific Railway, the Southern route.

EDWARD ALBRIGHT, PRESIDENT OF THE N. E. A.

Mr. Edward Albright, the newly elected President of the National Editorial Association, was born at Gallatin, Tenn., August 18th, 1873. He was educated at Gallatin Training School and at Cumberland University. He is a graduate of the Law Department of Cumberland University. Mr. Albright practiced law at Gallatin for ten years and then purchased the News at Gallatin in 1907.

Mr. Edward Albright, Gallatin, Tenn.
The new President of the National Editorial Association.

Mr. Albright is credited with having done much for the industrial, educational and social welfare of the middle section of Tennessee within the last twelve years. He has been offered public office on several occasions but has declined to enter the political arena. In 1918 he was endorsed by two-thirds of newspapers of the state as the Democratic nominee for governor of Tennessee, but did not enter the field.

Mr. Albright is Past-president of the Tennessee State Press Association, Past-president of the Tri-State Press Association, an organization composed of newspaper publishers of Arkansas, Mississippi and Tennessee, and also Past-president of the Middle Tennessee Publishers' League.

POPULARITY OF MONOTYPE WITH U. T. A. MEMBERS ILLUSTRATED

The popularity of the Monotype with Typothetae members is well illustrated by the figures below:

Typothetae members using Monotypes, March 1, 1919	313
Typothetae members using Monotypes, July 1, 1912	348
Net gain in four months	35 plants.
Keyboards used by Typothetae members, March 1, 1919	766
Keyboards used by Typothetae members, July 1, 1919	871
Net gain in four months	105 keyboards.
Casters used by Typothetate members, March 1, 1919	722
Casters used by Typothetate members, July 1, 1919	821
Net gain in four months	99 casters.

THE FALLACY OF AN ARBITRARY UNIFORM PRICE LIST

By Geo. J. Nash, Eau Claire, Wis.

(From Address delivered before Wisconsin State Franklin Club, Waukesha, July 18, 1919.

I BELIEVE the topic assigned me, instead of being "An Arbitrary Uniform Price List" should have been "The Fallacy of an *Arbitrary* Uniform Price List," for the more I think about it and the deeper I go into the subject the more convinced am I that an *Arbitrary* Uniform Price List could not possibly be adopted.

In the first place to have it work out to advantage, the list should be based on the best standard cost system and then it would be necessary for every printer in every city, in every county, in every state to adopt the list and then stick by it. From experience in the City of Eau Claire this would be a difficult undertaking. Part of the printers might agree to adopt the list and then rather than lose a job would shade the price. Others would not even agree to adopt it.

On staples such as letterheads, envelopes, business cards, wedding announcements and some forms of blank books, and a few other jobs, it could be used to considerable advantage.

But right here let me give you an illustration. A few days ago we had occasion to print an envelope for a customer with only two lines of matter. We showed proofs of six different styles of type faces. The customer wanted to see the wording printed in both blue and black ink and then with the lines spaced a trifle wider and then a trifle narrower, and finally after the sixth proof had been submitted he selected the first one and was perfectly satisfied. This of course is a simple case, but where would we have gotten off using an arbitrary price list. The same problem is just as apt to happen and does happen in a correspondingly larger scale in the execution of ten, twenty or one hundred thousand catalogs.

Then in the case of business cards, we all know that there is often more grief in executing a job of business cards than any other small job of printing handled during the year.

But in the case of wedding announcements the forms are all so nearly alike that the price of the different kinds of stock and the different styles of engraving or printing, per line, could be listed to advantage. I speak of these smaller jobs because I really feel, that if any, these are the only ones in which an Arbitrary Uniform Price List could be used.

One of the arguments in favor of the Uniform Price List is in case of a salesman who has not had sufficient experience in the manufacturing end of the business to be able to estimate a job at a price fair to the customer and profitable to the printer. It would enable him, on an average, to quote a price more nearly correct.

Then, too, a carefully prepared list based on the average known hour cost of production, covering the staple products, revised continually, will tend to stabilize prices in a community.

In many instances by referring to a list it assures a customer that he is being charged the same as any other customer, whether the price is high or low.

We have a copy of the Nashville Printers' Club Price Lists and personally I think it comes the nearest to being right of any uniform list published. We refer to it occasionally, sometimes as a guide in estimating but more often as a matter of personal satisfaction—after the costs are figured up on a job to know whether we are high or low—and now often we think the Nashville Club hits the Bull's Eye.

About 50% of the blank book business could possibly be handled with a profit by charging prices laid down in an Arbitrary List, but the other 50% would necessarily have to be estimated or charged on basis of cost.

A short time ago we printed a Mortage Record with six different forms. Five of the six forms each consisted of matter enough to fill a page 18 x 11½ set in 8 pt. It was a 640 page record—150 pages of one form—100 of another—200 of another, etc. Proofs had to be submitted of each form. A job of this kind you can readily see would necessarily have to be figured on basis of cost.

Here is another viewpoint. The purchasing value of a dollar in Milwaukee, for instance, may be and certainly is entirely different from its value here in Waukesha, or in Eau Claire, and the disparity would be greater the smaller the city became.

The same thought would hold even in the same town as the overhead costs vary so much in different offices.

Then, too, take in Chicago. Why should a certain firm, paying its superintendent $6,000 a year and who, in every department of their organization, pays scrupulous care to quality-producing detail, have to conform to the Arbitrary Uniform Price List, which is ruling and covering the case of another firm, around the corner, to whom quality is as unknown as soap and water are to a Bolsheviki.

One of the greatest bugaboos of the printing business, however, is the shopper. As soon as we find a customer or a prospective customer is a shopper, he doesn't get a second hearing. Life is too short these days to cut prices with a view of building up busi-

ness with this class of merchants. If we cannot do business at a profit, we don't want it. We have the reputation of charging stiff prices, but we try to deliver the goods. We sell service with our printing.

A few days ago the press agent for H. H. Frazee's presentation of "A Good Bad Woman" was in Eau Claire and wanted 200 cards from his engraved plate. He wanted a special large-sized card, antique finish, but very thin and wanted the cards badly. He had tried for three days in St. Paul to ge the job executed but without avail. He called at our plant about 2:30 in the afternoon and the order was completed at 5:30. This is what we term Service, such as can not be priced by an Arbitrary Uniform Price List.

Our plant is the only printing office in the City of Eau Claire using any kind of a cost system, and for this reason we do not attempt to compete with other printers on competitive work. The Eau Claire Press Co., however, has just wakened up to the fact that they are not charging enough for their printing. In conversation a few days ago with the manager, he told me he had just figured over expenses for the past six months' pay-roll, overhead, etc., and found that the job department should have charged at least 25% higher prices.

At the present time we are reorganizing our entire business, putting in a system whereby we can ascertain in the real cost and profit or loss in each department—manufacturing, general sales, retail sales, school supplies, office furniture, etc.

What we need most in every printing office, large and small, is a Standard Cost System. This would force the proprietor to charge the right price quicker than any other influence which could be brought to bear upon him. When he sees in black and white the real value in dollars and cents he is putting into each job, he would be quite apt to figure on getting at least par value back and a little more.

As Mr. J. B. Forgan of Chicago recently said: "In all lines of industry, to make a fair profit, selling prices must be in proportion to the cost of production, including the enhanced cost of labor, which constitutes 75%. This fact should be recognized in buying as well as in selling."

Printing is not a mere matter of taking a piece of raw material and by certain processes of cutting, hammering or moulding make it into a standard article, multiplied into hundreds of thousands, even millions. Printing is a product of brains—of creative energy—of initiative—and cannot or ought not to be stultified by such a proposition as an Arbitrary Uniform Price List.

The fact that the printing business now occupies the position of the sixth largest industry in this country proves that there is ample room for the profitable application of the best advertising and personal selling methods.

We have developed several interesting methods along this line. One of these is to go into the office of our customer and analyze his uses for printing in regard to quality, style and quantity. We make a thorough analysis of each one of our customers and then advise him in what quantity he ought to purchase his printing to secure the best prices.

We have several large customers who have grown to depend on this service. Whenever a question of new forms comes up in their business they call our salesman in for a conference in regard to size, ruling and quantity—and the matter of price is seldom mentioned.

Another branch of service that we have developed, especially during the war period, is the proposition of watching the market very closely and advising our customers when to buy in quantities, so as to protect them against the tremendous advances in paper. We have developed this question of service in our business to the point where the service we are selling our customers is just as valuable to them as the printing we are selling. This kind of work is far more efficient and effective than any Arbitrary Uniform Price List could be.

Here is another thought to keep in mind. Do business men always buy the cheapest suit of clothes, the cheapest shoes, the cheapest automobile? On what basis, then, should we even think they are in the market for the cheapest printing?

Never in the history of the printing business, or at least in my memory, have the conditions been so favorable for obtaining the right price for our product as at the present time. The buyer of printing is recognizing more and more every day the value of service and quality and in forty-nine cases out of every fifty there is no question about a reasonable, "Live and let live price."

Service is the commodity all of us ought to be selling and the highest price we can obtain for it is none too high.

After returning to his home, Mr. Nash, wrote to the editor of the NATIONAL PRINTER-JOURNALIST as follows:

"When I gave the talk, I was of the opinion that a uniform list was about a fifty-fifty proposition, but after hearing the arguments of the different printers throughout the state, who are using a uniform list, I am frank to say that I was convinced that a uniform price list could be used to much better advantage than I had anticipated.

"I am still of the opinion, however, that an ARBITRARY uniform price list could not be adopted.

"Since returning from the convention, I have received a copy of the Franklin Printing price list, published at Salt Lake City, and find it is a very reliable list.

"No list, however, should be used without a Standard Cost System as a guide to verify prices. The uniform price list and Standard Cost System should be used together."

GETTING AFTER THE JOB WORK BUSINESS BY LETTER

By William Darwin Fellows

I BELIEVE the average business man thinks his daily paper can give him a better job of jobwork printing than anybody else.

Its business is largely the setting up of advertisements, anyhow. Why shou'dn't it know the ropes, then?

But, just the same, the papers that go out expressly for this sort of thing are few and far between. Now and then they print a little ad, telling that they do such work. That's all. People look at it as a long shot, too. It doesn't get inside them enough.

Per sense, it's easy enough to make the average businessman think your publication can get him up a right job. He has seen plenty of samples of your work in your paper, yes. In the way of good looking ads. I mean. Also he imagines that you stand nearer the people he wants to reach. You know their likes and dislikes. And he thinks you can interest people better than an outside printer.

Hence, I never thought the average man wou'd be so apt to go to sleep on a publication's printing.

Yours truly was talking to a storeman, in a town in Michigan, and he said that he thought he was right in handing his editor his print jobs, for the reason his editor seemed to understand his people better than the average job printer. The editor, so he claimed, had had more experience with common folks. He knew best what would appeal to them. He went about it in a right way to do it. Why? Because he grasped what folks wanted better.

He made it known to his town editor, one day, and the editor began to open his blinks to a few truths. If this man thought that way, why wouldn't others think so, too? Why couldn't he (editor) put that thought into their domes, anyway? He made up his mind to try it out, and he did try it, and found he got more business for it.

Before that, he saw plenty of work he should be busy on, going to the job printer. He got his full share of it after that, believe me.

He said to himself, "Here I've been printing little squibs in the paper telling folks that I could do'm a fine job of work. I don't appear to be getting much of their work to do. I will try out some sales letters and see how they act. It stands to reason that folks will see that I am hitting at them directly. I can too, ease up and talk their language better than in any short advertisement in the paper."

He made out a few letters and got in a little business. The extra work he did get didn't hardly pay for the printing bills for the sales letters. He wasn't, however, one of your weak-hearted cusses, so he kept the letters going.

The second letter he mailed out got him more business. The third one he mailed, got in more than the two preceding letters did. After that about every time he mailed a sales letter he saw good returns coming in.

And then, one sad day, he imagined he had sent out letters enough, for he had plenty of business in the job line. He quit his letters. He didn't therefore enthuse folks a very great much after that. Still, he had customers who stuck to him for awhile. Everything went a'ong as usual for a time.

Then a job printer in the town began to send out sales letters. He warmed his patrons to his work. He kept them alive to his shop. And he began to get in extra business—business that had gone to the editor before that.

He glimed the lay of the land, then, and commenced on his sales letters again. And he had one deuce of a time to get his old patrons coming back to him some more.

Business can be developed by right advertising, but if it be stopped after a bit, good night. Pancakes aren't so good when warmed over, you know. The following are some of the letters the printer used on his people, in the first place, and which got him the business:

Dear Mr. Jones:

You've read before now some booklets or circulars or hand-bills, that didn't seem to enter you deeply. In other words again, they seemed cold and far-fetched to you.

The psychological bond wasn't there, that's it.

Our paper deals with real people all the time. We have come to know what best appeals to them. Sometimes it's type faces; sometimes it's the way we enter the deep insides of a man; sometimes it's one thing and then another.

But it's always something, believe us.

Come to us, then, for your print jobs, yes. Be sure of the kind of type and the kind of set-up that people want.

You won't pay a penny more for this sort of right work. We have printers here who have gone to the common people for years with the sort of news dressed as it shou'd be.

The next time, then, you have a job of print work to be gotten out, let us figure on it. Let us give you something that will take hold harder. Let us throw our years of experience into the job for you.

Will you do it?

Yes?

Thank you.

Yours very truly,

Dear Mr. Jones:

The usual job printer knows type, of course.

Maybe, though, he isn't onto men. He hasn't had the experience with men, first hand.

We deal with readers all the time, yes, sir. We now what sort of type faces will get them best. Lots of times, too, we can maybe help you out on the right kind of copy to appeal to folks better.

A business man came to us, last week, with a circular job he wanted done. He had with him a former job of the same thing. He told us to follow it as closely as possible.

We suggested a few changes. "That will be fine," said he. He came for his job a few days afterward. When he looked it over he said, "Well, that is something like it, believe me."

Another business man came to us a few days before that and we suggested how some changes might be made for the betterment of his advertisement. He said, "No." He, too, came after his completed job and said, "That thing doesn't exactly suit me yet."

We didn't get sore, either. We told him plainly where it lacked. And we did the job over. When he came for it, he told us, "This looks more like the real thing."

If you care for co-operation in your print work, let us assist you. We know how. We've had to do with people closely for years.

Come, then. It won't cost you any more.

Yours very truly,

Dear Mr. Jones:

You've got to now human nature some to appeal to it rightly, of course.

We've had to do with hardly anything else ever since we went into the newspaper game. Maybe that is one reason why we can get you up a better job of printed advertising. It would seem so, anyhow.

A certain businessman in town had a job printer get him some folders while back. They failed, so he said, to get him the business, too. Next time, he came to us for his printing. We looked over his former printed matter and told him where he thought it lacked the heart appeal.

He told us to go ahead and print him something per hoyle. First, we got him to consent to letting us change his copy a bit here and there.

That same man came to us the second time for another job after that. He said the job we did for him previously had brought in more profits.

There is a right way to go after human nature; there are many wrong ways, too.

Being in closest touch with folks all the while fits us to go after them rightly.

The beauty of it is, the work won't cost you more than a common job printer would do it for. Ring us up, then—Main 222. Yours very truly,

Dear Mr. Jones:

One of our local storemen came to us, one day last week. He had in his other hand a booklet which had been printed for him by a job printer in town. He admitted that, for some reason, it had not paid his store very well.

He inquired if we could better the booklet. We thought so and said it.

The first of the present week, he came to us a second time. Not to find fault, oh, no. Listen. He reported that his booklet, which we printed for him, was doing wonders. Said he, "Some folks speak of it to us."

We think we know what advertising is. It's not a cold matter of type faces and printer's ink. We think that folks want the human touch more.

Who is better prepared to put that human quality in printing than we newspaper fellows?

The second booklet paid the man; the first one didn't pay him.

If you, then, want the human touch in the printed matter you send out, see us for it. We've dealt in that commodity for years and years, as you know.

Sometimes we change copy, when the advertiser is willing that we do it. This service is open to you.

And, as we've said before, the work won't cost you any more than a common job printer would ask for it.

Yours very truly,

Dear Mr. Jones:

For some time now we've been doing our best to interest you some in better printing.

We haven't had the pleasure of doing some print work for you, though. And we are wondering why it is that way.

There's a way to interest buying people. We think we know that way. Our newspaper comes into direct contact with folks all the time. We must, then, have absorbed some knowledge of people, if nothing more.

Staid type faces and ink do not make good advertising. It needs something to heat up the chilling atmosphere you realize. You need to virtually shake hands with your prospect. I know you've seen printed matter before this that kind of froze you stiff. And then you've run your lamps onto another kind that seemed to put the glow and good feel into your system. This latter and better kind is all we do.

We are onto what sort of type faces best get certain kinds of people. We know what color of inks go best with certain classes of folks. And, owing to our long experience in the newspaper game, we think we are next to the sort of arguments that take hold better.

All this knowledge is at your service for as low a price as the ordinary job printer would expect of you, too.

Give us an opportunity to give you figures on your next job, then. And think over some of the things we've told you and see if you, yourself, don't agree that we are equipped to do some better printing for you. Yours very truly,

ARKANSAS GAZETTE TO CELEBRATE 100th BIRTHDAY ANNIVERSARY

The Arkansas Gazette, of Little Rock, Arkansas, will issue a big anniversary edition, November 20th, in celebration of its 100th birthday. No other newspaper in the United States has held the enviable distinction of being the leading newspaper of the state in which it is published for so long a time. For a hundred years the Arkansas Gazette has been THE newspaper of Arkansas.

For months employes in the work-rooms of the establishment have been engaged in the work of preparing the big edition; representatives from the business office have been visiting the cities and countries of the State for material and the result will be something in which every Arkansan will rejoice, and of which all may well be proud.

The business manager of the publication is Mr. Fred W. Allsopp, whose genial good nature is known and appreciated by all those who enjoyed the recent tour to the Pacific Northwest with the National Editorial Association. The editor is Mr. J. N. Heiskell, a man of unusual ability with whom many publishers of newspapers became acquainted while attending the national convention in Little Rock and Hot Springs, Arkansas last year. The manager of the Centennial Edition is Mr. Frank N. Henderson, a member of the Executive Committee of the National Editorial Association and one of the hardest and most enthusiastic workers for the good of the profession that may be found in all America.

The following is a brief resume of the table of contents of the big special edition: Centennial Poem; History of the Gazette; How the Arkansas Country Became a Territory; The Brooks-Baxter War; The Arkansas Ozarks; Some Economic Resources of Arkansas; Farming in Arkansas; Story of the Arkansas Traveler; Wm. E. Woodruff, the Founder of the Arkansas Gazette, as Remembered by His Three Daughters; The Alluvial Lands of Arkansas; Sources of Arkansas' Material Prosperity; Recollections of Arkansas; The First Printing Outfit of the Arkansas Gazette; "Gazette" as a Name for a Newspaper; When Opie Read was the Gazette's War Correspondent; The Year the Arkansas Gazette was Established; Early Journalism West of the Mississippi; Wm. E. Woodruff's Trip from Pittsburg to Louisville; Notes on Routes and Ways of Travel in Arkansas; Plantation Life in Days that are Gone; A Few Founders and First Families of Little Rock; Arkansas People and Their Customs-100 Years Ago; Squandering Arkansas' Wealth in Game; Arkansas' Educational Advantages.

A specially designed cover-age in colors illustrates graphically the resources, the agricultural and industrial wealth of the state, with whose recent advancement the newspaper has had so much to do. Months ago many prominent citizens of the State cordially endorsed the proposal of the Gazette to issue a thoroughly representative anniversary edition. For example, Governor C. H. Brough said:

"I feel that this tribute of respect is due this great newspaper, which is an honor to the journalistic enterprise of Arkansas. As Governor of the State, I wish to give this movement my most hearty commendation, bespeaking on the part of all citizens of all parties and factions a proper need of tribute to a paper that has rendered an invaluable service in portraying Arkansas' possibilities."

At a meeting of the State Bankers' Association the following resolutions were uanimously adopted:

"Whereas, The Arkansas Gazette has been a part of Arkansas since the State's infancy, and,

"Whereas, The Arkansas Gazette has contributed in a large measure to the upbuilding and the prosperity of the State of Arkansas, and,

"Whereas, The Arkansas Gazette will celebrate its one-hundredth birthday in November of this year

Mr. J. N. Heiskell
Editor Arkansas Gazette
Little Rock, Ark.

with an edition which promises to be unusual in the history of the State and of the newspaper business, therefore be it

"Resolved, That the Arkansas Bankers' Association commends the Arkansas Gazette's Centennial Edition to the people of the State and expresses its appreciation of the good work done by the Gazette for the State of Arkansas."

Commercial associations, lodges and practically all of the industries of the entire State have coöperated, expressing their interest and cordial approval in a tangible manner. Every one of the seventy-five counties of the State will be represented with articles describing their outstanding advantages as well as a review of their past history.

Many of the advertisers have esteemed the edition of such importance as to warrant the prepara-

Mr. Fred W. Allsopp
Business Manager, Arkansas Gazette,
Little Rock, Ark.

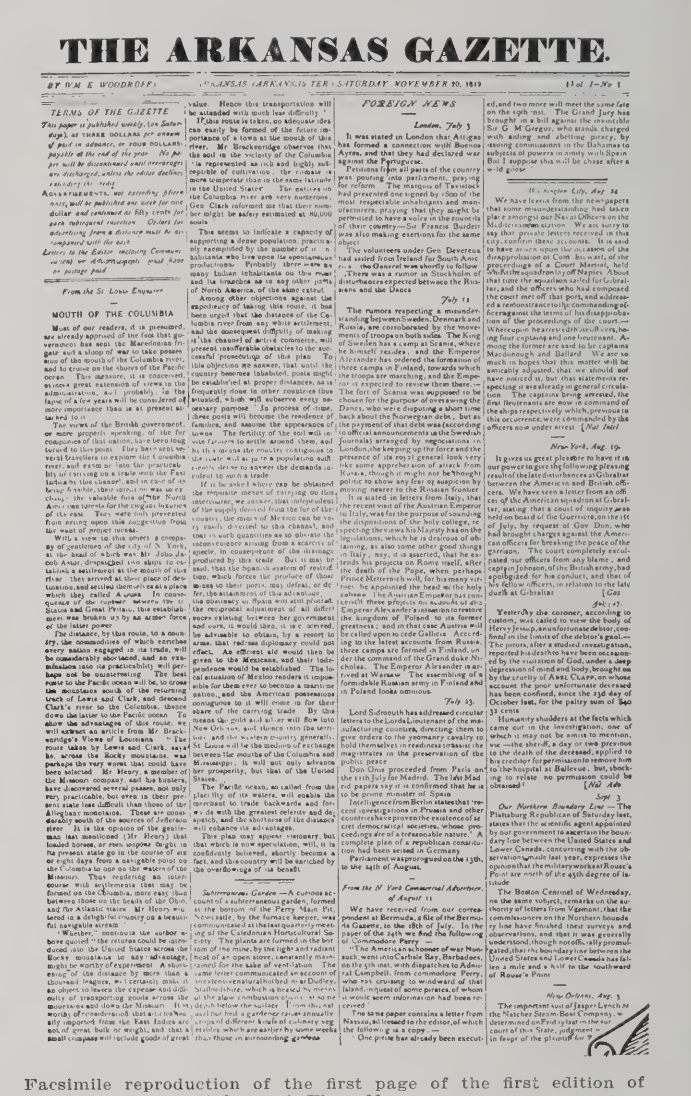
tions of specially designed pages, rivalling in attractiveness the pages of the Saturday Evening Post and other publications of similar character.

A sixteen-page roto-gravure section will display old historic pictures. One of these shows the gaily decorated Main street upon the occasion of the visit by President Grant, and another is a view of Hot Springs before a building had been erected on the site.

It has been estimated that the Centennial Editon of the Gazette will contain 248 pages, requiring, in its issue of 75,000 copies, 140 tons of paper, 16 tons of metal; 133 days of press-work; 2,850 impressions, 309 square feet of type and 2,864 miles of printed matter. A single copy of this edition will weigh nearly eleven pounds.

So far as known, the 100th Anniversary Edition of the Arkansas Gazette will be the largest in size of any single issue of a newspaper ever published in the history of the world.

Arkansas as a State is capable of doing things on a large scale and this immense contribution in



THE ARKANSAS GAZETTE.

BY WM E WOODRUFF. ARKANSAS (ARKANSAS TER.) SATURDAY NOVEMBER 20, 1819. Vol. I—No 1

TERMS OF THE GAZETTE

This paper is published weekly, (on Saturday), at THREE DOLLARS per annum if paid in advance, or FOUR DOLLARS payable at the end of the year. No paper will be discontinued until arrearages are discharged, unless the editor declines it at the time.

ADVERTISEMENTS, not exceeding fifteen lines, will be published one week for one dollar and continued at fifty cents for each subsequent insertion. Orders for advertising from a distance must be accompanied with the cash.

Letters to the Editor (relating to business) or Advertisements must have the postage paid.

From the St. Louis Enquirer.

MOUTH OF THE COLUMBIA

Most of our readers, it is presumed, are already apprized of the loss that government has sent the Macedonian frigate such a ship of war to take possession of the mouth of the Columbia river, and to cruise on the shores of the Pacific ocean. This measure, it is conceived, is now a great extension of views to the colonization, and, probably, in the future of a few years will be considered of more importance than is at present attached to it.

The views of the British government, or more properly speaking, of the fur companies of that nation, have been long turned to this point. They have sent several travellers to explore the Columbia river, and extend as far into the interior as practicability of carrying on a trade with the East Indies, thro this channel, and in case of its being feasible, their object was to secure the valuable fure of the North American territories for the exclusive benefit of its trade. They were only prevented from acting upon this suggestion from the want of proper means.

With a view to this object, a company of gentlemen of the city of N. York, at the head of which was Mr. John Jacob Astor, embarked two years ago in establishing a settlement at the mouth of the river: they arrived at their place of destination, and settled on the spot a place which they called Astoria. In consequence of the rupture between the United States and Great Britain, the establishment was broken up by an armed force of the latter power.

The distance, by the route, to a country, the commodities of which enriches every nation engaged in its trade, will be considerably shortened, and its remission into its practicability will perhaps not be questioning. The best route to the Pacific ocean will be, to cross the mountains south of the returning track of Lewis and Clark, and descend Clark's river to the Columbia, thence down the latter to the Pacific ocean. To show the advantages of this route, we will extract an article from Mr. Brackenridge's Views of Louisiana. "The route taken by Lewis and Clark, says he, across the Rocky mountains, was perhaps the very worst that could have been selected. Mr Henry, a member of the Missouri company, and the hunters, have discovered several passes, not only very practicable, but even in their present state less difficult than those of the Alleghany mountains. These are considerably south of the sources of Jefferson river. It is the opinion of the gentleman last mentioned (Mr Henry) that loaded horses, or even wagons drawn in the present state go to the source of any or right days from a navigable point on the Columbia to one on the waters of the Missouri. This rendering an intercourse with settlements that may be formed on the Columbia, more easy than between those on the heads of the Ohio and the Atlantic states. Mr Henry was lured in a delightful country on a beautiful navigable stream.

"Wherefore," continues the author whence quoted "the returns could be transmitted from the United States across the Rocky mountains to any advantage, might be worthy of experiment. A shortening of the distance by more than a thousand leagues, we certainly make it no object to lessen the expense and difficulty of transporting goods across the mountains and down the Missouri. The worthy of remembrance that articles usually imported from the East Indies are not of great bulk or weight, and that a small compass will include goods of great value. Hence this transportation will be attended with much less difficulty."

If this route is taken, no adequate idea can easily be formed of the future importance of a town at the mouth of the river. Mr Brackenridge observes that the soil in the vicinity of the Columbia is represented as rich and highly susceptible of cultivation: the climate no more temperate than in the same latitude in the United States. The natives on the Columbia river are very numerous. Gen Clark informed me that their number might be safely estimated at 40,000 souls.

The means to indicate a capacity of supporting a dense population, practically exemplified by the number of its inhabitants who live upon its spontaneous productions. Probably there are as many Indian inhabitants on the river and its branches as in any other parts of North America, of the same extent.

Among other objections against the expediency of taking this route, it has been urged that the distance of the Columbia river from any white settlement, and the consequent difficulty of making it the channel of active commerce, will present insurmountable obstacles to the successful prosecution of the plan. To this objection we answer, that until the country becomes inhabited, posts might be established at proper distances, as is frequently done in other countries thus situated, which will subserve every necessary purpose. In process of time, three posts will become the residence of families, and assume the appearance of towns. The fertility of the soil will invite farmers to settle around them, and by this means the country contiguous to the route will acquire a population such as will serve to answer the demands of conduct to such a trade.

If in the inland places can be obtained the requisite means of carrying on this intercourse, we answer, that independent of the supply derived from the fur of the country, the mines of Mexico can be easily rendered to the channel, and that in such quantities as to obviate the inconvenience arising from a scarcity of specie. In consequence of the drainage produced by this trade. But it may be said, that the Spanish system of restrictions, which forces the produce of those mines to their ports, may defeat, or defer, the attainment of this advantage. But the government of Spain will still protect the reciprocal advantage of all different nations relating between her governments and ours, it would then, it is to be served, be advisable to obtain, by a resort to arms, that redress diplomacy could not effect. An efficient aid would then be given to the Mexicans, and their independence would be established. The total cessation of Mexico renders it impossible for them ever to become a maritime nation, and the American possessions consequence to it will come in for their share of the carrying trade. By this means the gold and silver will flow into New Orleans, and thence into the several states, and the western country generally. St. Louis will be the emporium of exchange between the mouths of the Columbia and Mississippi. It will not only advance her prosperity, but that of the United States.

The Pacific ocean, so called from the placidity of its waters, will enable the merchant to trade backwards and forwards with the greatest celerity and despatch, and the shortness of the distance will enhance its advantages.

This plan may appear visionary, but that which is now speculation, will, it is confidently believed, shortly become a fact, and the country will be enriched by the overflowings of its benefit.

Subterraneous Garden.—A curious account of a subterraneous garden, formed at the bottom of the Perry Main Pit, Newcastle, by the furnace keeper, was communicated at the last quarterly meeting of the Caledonian Horticultural Society. The plants are formed in the bottom of the mine, by the light and radiant heat of an open stove, constantly maintained for the sake of ventilation. The same letter communicated an account of another subterraneous hot-bed in a Dudley Staffordshire, which is heated by means of the place combustion of coals. It was discovered below the surface. From the heat used for bed a gardener raises annually crops of different kinds of culinary vegetables which are earlier by some weeks than those in surrounding gardens.

FOREIGN NEWS

London, July 3

It was stated in London that Artigas has formed a connection with Buenos Ayres, and that they had declared war against the Portuguese.

Petitions from all parts of the country was pouring into parliament, praying for reform. The marquis of Tavistock had presented one signed by 1500 of the most respectable inhabitants and manufacturers, praying that they might be permitted to have a voice in the councils of their country.—Sir Francis Burdett was also making exertions for the same object.

The volunteers under Gen Devereux had sailed from Ireland for South America. The General was shortly to follow.

There was a rumor in Stockholm of disturbances expected between the Russians and the Danes.

July 13

The rumors respecting a misunderstanding between Sweden, Denmark and Russia, are corroborated by the movement of troops on both sides. The King of Sweden has a camp at Scania, where he himself resides, and the Emperor Alexander has ordered the formation of three camps in Finland, towards which the troops are marching, and the Emperor is expected to review them there.—The fort of Scania was supposed to be chosen for the purpose of overawing the Danes, who were disputing a short time back about the Norwegian debt, but as the payment of that debt was (according to official announcements in the Swedish Journals) arranged by negociations in London, the keeping up the force and the presence of its royal general look very like some apprehension of attack from Russia, though it might not be thought politic to show any fear or suspicion by moving nearer to the Russian frontier.

It is stated in letters from Italy, that the recent visit of the Austrian Emperor to Italy, was for the purpose of sounding the dispositions of the holy college, respecting the views his Majesty has on the legislations, which he is desirous of obtaining, as also some other good things in Italy, nay, it is asserted, that he extends his projects on Rome itself, after the death of the Pope, when perhaps Prince Metternich will, for his many virtues, be appointed the head of the holy college. The American Emperor has consented these projects on the points of discord between Alexander's intention to restore the kingdom of Poland to its former greatness; and in that case Austria will be called upon to cede Gallicia. According to the latest accounts from Russia, three camps are formed in Finland, under the command of the Grand duke Nicholas. The Emperor Alexander is arrived at Warsaw. The assembling of a formidable Russian army in Finland and in Poland looks ominous.

July 15.

Lord Sidmouth has addressed circular letters to the Lords Lieutenant of the manufacturing counties, directing them to give orders to the yeomanry cavalry to hold themselves in readiness to assist the magistrates in the preservation of the public peace.

Don Onis proceeded from Paris on the 11th July for Madrid. The last Madrid papers say it is confirmed that he is to be prime minister of Spain.

Intelligence from Berlin states that recent investigations in Prussia and other countries have proven the existence of secret democratical societies, whose proceedings are of a treasonable nature. A complete plan of a republican constitution had been seized in Germany.

Parliament was prorogued on the 13th, the 24th of August.

From the N York Commercial Advertiser, of August 11

We have received from our correspondent at Bermuda, a file of the Bermuda Gazette, to the 18th of July. In the paper of the 24th we find the following of Commodore Perry:—

"The American schooner of war Nonsuch, went into Carlisle Bay, Barbadoes, on the 5th inst. with dispatches to Admiral Campbell, from commodore Perry, who was cruising to windward of that island, in quest of some pirates, of whom it would seem information had been received.

The same paper contains a letter from Nassau, addressed to the editor, of which the following is a copy.—

One prize has already been executed, and two more will meet the same fate on the 19th inst. The Grand Jury has brought in a bill against the venerable Sir G. M'Gregor, who stands charged with aiding and abetting piracy, by issuing commissions in the Bahamas to subjects of powers in amity with Spain. But I suppose this will be chase after a wild goose.

Washington City, Aug. 24

We have learnt from the newspapers that some misunderstanding has taken place amongst our Naval Officers on the Mediterranean station. We are sorry to say that private letters received in this city confirm these accounts. It is said to have arisen upon the occasion of the disapprobation of Com. Bainbridge, of the proceedings of a Court Martial, held on board the squadron off Naples. About that time the squadron sailed for Gibraltar, and the officers who had composed the court met off that port, and addressed a remonstrance to the commanding officer against the terms of his disapprobation of the proceedings of the court.—Whereupon he arrested eight officers, being four captains and one lieutenant. Among the former are said to be captains Macdonough and Ballard. We are so much in hopes that this matter will be amicably adjusted, that we should not have noticed it, but that statements respecting it are already in general circulation. The captains being arrested, the first lieutenants are now in command of the ships respectively which, previous to this occurrence, were commanded by the officers now under arrest. [Nat Intel

New York, Aug. 19.

It gives us great pleasure to have it in our power to give the following pleasing result of the late disturbances at Gibraltar between the American and British officers. We have seen a letter from an officer of the American squadron at Gibraltar, stating that a court of inquiry was held on board of the Guerriere, on the 1st of July, by request of Gov. Don, who had brought charges against the American officers for breaking the peace of the garrison. The court completely exculpated our officers from any blame, and captain Johnson, of the British army, had apologized for his conduct, and that of his fellow officers, in relation to the late duell at Gibraltar. [Gaz

Sept. 17

Yesterday the coroner, according to custom, was called to view the body of Henry Jessup, an unfortunate debtor, confined in the limits of the debtor's goal.—The jurors, after a studied investigation, reported his death to have been occasioned by the visitation of God, under a deep depression of mind and body, brought on by the cruelty of Abel Clapp, on whose account the poor unfortunate deceased has been confined, since the 23d day of October last, for the paltry sum of $90 33 cents.

Humanity shudders at the facts which came out on the investigation, one of which it may not be amiss to mention, we ourselves, a day or two previous to the death of the deceased, applied to his creditor for permission to remove him to the hospital at the Navy, but, shocking to relate no permission could be obtained. [Mil Adv

Sept 3

Our Northern Boundary Line.—The Plattsburg Republican of Saturday last, states that the scientific agent appointed by our government to ascertain the boundary line between the United States and Lower Canada, concurring with the observations made last year, expresses the opinion that the military work at Rouse's Point are north of the 45th degree of latitude.

The Boston Centinel of Wednesday, on the same subject, remarks on the authority of letters from Vergennes, that the commissioners on the Northern bounds of the line have finished their surveys and observations, and that it was generally understood, though not officially promulgated, that the boundary line between the United States and Lower Canada has fallen a mile and a half to the southward of Rouse's Point.

New Orleans, Aug. 3

The important suit of Jasper Lynch vs the Natchez Steam-Boat Company, determined on Friday last in the supreme court of this State, judgment in favor of the plaintiff for $

Facsimile reproduction of the first page of the first edition of Arkansas' First Newspaper

convincing the world of the fact, will doubtless prove a stimulus which will work to the lasting advantage of the State as well as to the great newspaper.

ADDS TO STRING OF PAPERS

Mr. A. Q. Miller of Belleville, Kansas, has added another to his string of newspapers. This time it is the "Norway News," with Mr. Dale Ainsworth as editor.

"The Belleville Telescope" has absorbed three other publications, "The Munden Progress," "The Munden Press" and "The Belleville Freeman," and has the largest guaranteed circulation in Republic County.

Mr. Miller's other properties are "The Narka News," established 1883; "The Cuba Daylight," established 1885; "The Agenda Times," established 1916; "The Hubbell Standard," established 1891, and "The Mahaska Leader," established 1905.

PAST-PRESIDENT HOSMER ACQUIRES FLORIDA NEWSPAPER

Past-president George E. Hosmer, long identified with the work of the National Editorial Association, and for some time owner of "The Forum," Denver Colorado, has moved from his mountain home to the Everglades State, where he has acquired the Manatee River Journal, at Bradentown. In his introductory announcement Mr. Hosmer said:

At Your Service

"As the owner of the majority of the stock of the Bradentown Publishing Company, the owner of the Manatee River Journal, and editor and manager of the same, it may seem necessary to make a brief statement, but I prefer to have the people judge what we are doing without any great amount of promises. As I understand it, the Manatee River Journal has been the leading paper of this county for more than thirty years, and I shall endeavor at all times to keep it in the lead in all progressive movements. The paper is here to serve the public at all times, and any time there is any movement for the betterment of any part of Manatee County, the Manatee River Journal may be counted on to do its share to put the movement over.

"Any plan to help any section of the county will have the hearty support of the paper and of myself personally. I want the various commercial and civic organizations of the county to realize this and call on the paper at any time. The churches and the schools all are doing good work and I want to help in their forward movements. I have been visiting Florida for many years, and each time I came the call to make it my home became a little stronger and finally I am here. I have bought the stock of Mr. Humphries, the founder of the paper, and majority stockholder of the Bradentown Publishing Company. I am glad to be here and I hope the people will be glad I am here. I believe there are great possibilities for advancement in Florida, and that no part of Florida offers greater inducements than Manatee County. As the heading of this article says I am at the service of the people of Manatee County and hope that we shall all be friends and fellow workers for its advancement and the advancement of the State of Florida."

LINOTYPE BULLETIN ISSUES SPECIAL "TYPOTHETAE NUMBER"

Although every issue of the Linotype Bulletin is pleasing in make-up and interesting in contents, the July-August number has been declared by many printers and publishers to be one of the most impressive numbers ever put out by the Mergenthaler Linoype Company. In fact more than a few have pronounced it the best single edition of any house organ ever published by any company anywhere, both from an editorial and typographical viewpoint. The issue was dedicated to the thirty-third annual convention of the United Typothetae of America. It consisted of thirty-six pages, with specially designed cover printed in three colors—blue, red and gold. An artistic four-page insert entitled, "Code of Ethics of the United Typothetae of America," formed a pleasing part of the issue. As always, the entire contents of the Linotype Bulletin, including borders and ornaments, was composed of linotype material. Even a casual perusal of the July-August number gives knowledge of the great systematization which the Mergenthaler Linotype Company has given to types and related decoration by its newly developed system of linotype typography.

A. W. BARRETT DEPARTS FOR EUROPE AND FAR EASTERN COUNTRIES, TO DIRECT MILLER SAW-TRIMMER COMPANY'S OPERATIONS IN THOSE FIELDS

Alfred W. Barrett, lately Secretary of the Mason Trucking Company, New York City, and previously engaged as European Machine Superintendent for the Miehle and Goss Printing Press Companies, sailed for Liverpool September 2nd, on Cunard S. S. Carmania.

Since July 1, 1919, Mr. Barrett has been associated with Miller Saw-Trimmer Company—Main Office, Pittsburgh, Pa. Months before July, Mr. Barrett analyzed and closely studied the machines built by Miller Saw-Trimmer Company—both Saw-Trimmers and Feeders—and from his knowledge of conditions of the printing world in Europe, in Russia, and in the far Eastern countries, came to the conclusion that the fields abroad into which these machines might profitably be introduced were many and bountiful looking.

He came to Pittsburgh and after two months close application in the Miller Saw-Trimmer Company's factory, returned to New York—thence sailed for Liverpool with the well wishes of a legion of friends and admirers in every circle—the manufacturing, the sales, and the executive departments of the printing machinery business, as well as with the plaudits of pressmen and printshop men, from all over the country.

Upon arriving at London, Mr. Barrett's temporary headquarters will be the Lanston Monotype Corporation, Limited, 43 and 43-A, Fetter Lane, E. C. 4. This corporation represents the Miller Saw-Trimmer Company in England, where they introduced Miller Feeders, the sales of which have far exceeded their expectations. The press feeders or "layer-on" as they are known in England, have been quick to master the few simple adjustments of Miller feeders, necessary when changing from various sizes or weights of stock.

Miller Feeders are revolutionizing the slow and expensive method of hand-feeding platen presses in printing plants of every size in this country and it is confidently expected under the direction of Mr. Barrett, Miller machines will, at an early date, be included in the equipment of printing plants in every city in Europe and the far Eastern countries.

LINOTYPE EFFICIENCY

The ease and speed with which Linotypes may be installed and put in operation was shown at the recent meeting of the United Typothetae of America, at the Hotel Commodore, New York City. The trucks carrying the Models 9 and 20, displayed in the East Ball Room, backed up to the elevator of the Commodore at 3:05 P. M., on Saturday, September 13th, and at 4:50 P. M., an hour and forty-five minutes later, matrices were circulating. At ten minutes past five, slugs were cast on both models. From the moment the machines were taken off the big motor trucks, until the current was turned on, everything went along smoothly, silently, and without interruption of any kind, which is nothing unusual for linotypes, anyway. Aside from the machines themselves, the wonderful display of printed matter shown in connection with the exhibit, testified to the wide range and artistic possibilities in the way of compostion embraced within the system of linotype typography.

CHAOS PREDICTED UNLESS EMPLOYERS AND EMPLOYES UNITE

Mr. Charles Francis of New York, dean of American printers, has so well set forth the vital considerations in the present controversy between employers and employes in the printing industry that his solicited communication on the subject is reproduced for the thoughtful perusal of readers of this journal.

New York, N. Y., September 25, 1919.

National Printer-Journalist, 4610 Ravenswood Avenue, Chicago, Ill.

Dear Mr. Herbert:

Replying to yours of some time since—as a second edition in regard to the questions at issue at the present time and my suggestions on them, it is merely this:

The point of contact between the employers and the employes has been disconnected owing very largely to the war and its consequences. When we find that the endeavor to get together through the League of Nations cannot succeed, it is very difficult for the ordinary business men to get together with their employes on the same general basis.

The one point upon which the Printers' League was originally instituted was that of friendly relationship between the employer and the employee and when it was offered to them in 1906, they took to it with avidity. For ten years thereafter this point of contact remained so that negotiations were pleasant and profitable.

The only manner in which business can be done is with harmony and coöperation existing, in the manner described above, and until we arrive at a time when we can get together and feel that this is necessary for mutual interest, we shall have a reign of chaos that will be detrimental to all business and to ourselves particularly.

In New York City we have one organization whose president declares himself on the basis that he does not want any agreement between the employers and employes, that he desires a condition that will allow him to pull out his men any time he sees fit. Of course this is detrimental to the interests of both his men and our business. Under this, it is impossible for publishers to continue in active business when they do not know whether they can have their printing done or not. It certainly is a suicidal policy on the part of the labor unions, and the experience and wisdom that have been inculcated into the international organizations show that they understand the situation very much better than the local organizations, having made a scientific study, and always believing in agreements, consultation, conciliation and arbitration as a means of settling all difficulties.

The Joint Conference Council, which was inaugurated during the past year, of five of the business men in the industry and the five international presidents, is one of the best things that has occurred in the last few years in the industry and tends toward a greater fraternalism and co-operation, nationally. This organization agreed that the 44-hour week was coming, and therefore agreed together that it should be instituted on May 1, 1921, nationally. This being the case, it would be quite impossible for local unions to adopt the matter so as to have a stabilization of the work-day. It would be still better if we could get a stabilization of the shop rules all over the country and then continue and give stabilization of wages through the country. This is the duty of the Joint Conference Committee, and we sincerely hope that it will be successful as it would prevent the migration, from place to place, of publications.

The question then of costs in printing would be comparatively very simple and would assist not only the customer, but the employer and employee, and give them a stabilized proposition without the constant friction that is coming to the front just now through the great unrest which is going through the United States and all other countries of the world.

We hope that this is but the dawning of a better day and that we have reached the zenith of the unrest in this country.

Very sincerely yours,
CHAS. FRANCIS.

EDITOR-PRINTER APPOINTED TO OFFICE

The Pittsburgh, Pa., Gazette announces that S. J. Humphries, dean of the newspaper profession in Westmoreland County, has been appointed Burgess of Bolivar by Judge A. D. McConnell. He succeeds the late Matthew A. Miller. He is the editor and publisher of the Bolivar News and is secretary of the Westmoreland County Editorial Association. He is also a printer of the old school.

SUBSCRIPTIONS FROM JAPAN AND AUSTRALIA IN SAME MAIL

Subscriptions to the National Printer-Journalist from Japan and Australia arrived at the office of publication in the same mail recently; the former from "The Genbunsha," Tokyo, Japan, and the latter from S. Cooke, Melbourne, Australia.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of National Printer-Journalist, published monthly at Chicago, Illinois, for October 1, 1919.

State of Illinois |
| ss.
County of Cook |

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Benjamin S. Herbert, who, having been duly sworn according to law, deposes and says that he is the editor of National Printer-Journalist and that the following is, to the best of his knowledge and belief, a true statement of the ownership (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That names and addresses of the publisher, editor, managing editor and busines managers are:

Publisher, The Ravenswood Press, 4610 Ravenswood Avenue.
Editor, Benjamin S. Herbert, 4610 Ravenswood Avenue.
Managing Editor, Benjamin S. Herbert, 4610 Ravenswood Avenue.
Business Manager, Wm. E. Herbert, 4610 Ravenswood Avenue.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

B. B. Herbert Estate, Mary E. Herbert, Executrix, 4813 N. Paulina St., Chicago.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company, as trustees or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bonafide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is ——. (This information is required from daily publications only.)

BENJAMIN S. HERBERT,
Editor.

Sworn to and subscribed before me this 10th day of October, 1919.

[Seal]

J. B. GUTHRIE,
Notary Public.

(My commission expires July 29, 1922.)

Record of Hour Costs

1913-1918, Inclusive

The following is a record of Hour Costs represented in all of the composite statements thus far compiled by the United Typothetae of America from the year 1913 to 1918, inclusive:—

Departments	Yearly Composite Statement Reports											
	1913		1914		1915		1916		1917		1918	
	Cost	%	Cost	%	Cost	%	Cost	%	Cost	%	Cost	%
Composing room hand work	$1.38[7]	60	$1.46[9]	58	$1.53[2]	59	$1.48[7]	61	$1.66[3]	61	$2.10[8]	60
Line Casting machine	1.79[7]	71	1.87[9]	71	1.95[7]	74	1.93[6]	71	1.92[1]	62	2.19[9]	67
Type keyboard	.94[5]	74	1.05[5]	69	1.12[1]	69	1.33[6]	65	1.43[4]	54	1.55[4]	61
Type Casters	1.36[7]	55	1.43[8]	58	1.47[7]	59	1.48[4]	60	1.69	61	1.77[2]	63
Job press, 10x15 and smaller	.....	..	.....	..	.....	..	.84[1]	56	91[4]	58	1.04[3]	57
Job press, larger than 10x15	.78[6]	63	85.[6]	59	.88[3]	56	1.03[7]	51	1.03[9]	58	1.29[4]	56
Job press, mechanical fed	.....	..	.....	..	.....	..	1.02[4]	57	1.01[1]	53	1.13[6]	54
Automatic job press	1.88[3]	..	1.52[4]	33	1.41	..	1.18[8]	56	1.46[8]	47	1.75[1]	53
Pony cylinder, smaller than 25x38	1.24[7]	70	1.37[5]	60	1.45[2]	55	1.64[3]	55	1.61[3]	51	1.96[5]	56
Medium cylinder, 25x38 to 38x50	.....	..	.....	..	.....	..	2.02[6]	62	2.18[4]	71	2.55[5]	59
Cylinder, larger than 50-inches	.....	..	.....	..	2.19	61	2.34[6]	54	2.37[8]	58	2.87[5]	64
Cylinder, mechanical fed, 50-in. or smaller	1.80[2]	64	2.07[1]	61	.....	..	2.14[5]	65	1.94[9]	72	2.34[9]	68
Cylinder, mechanical fed, larger than 50-in	.....	..	.....	..	.....	..	2.06	74	2.41[1]	76	2.70[1]	76
Cylinder, 2 color	.....	..	.....	..	2.51[4]	80	2.52	76	2.09[9]	74	4.19[9]	78
Webb rotary press	.....	..	.....	..	3.22[3]	70	5.51	49	6.33[7]	58	7.32[6]	66
Rotary, sheet fed	.....	..	.....	..	.....	..	3.06[5]	60	3.72[5]	28	9.66[8]	51
Cutting machine	.....	..	1.13[5]	62	1.19[7]	68	1.10[9]	68	1.21[8]	59	1.37[5]	62
Machine folder, hand fed	.....	..	.....	..	.....	..	1.32[9]	48	1.46[8]	44	1.90[8]	37
Machine folder, mechanical fed	1.17	68	1.17[9]	62	1.41[1]	66	1.67[7]	39	1.56	58	2.04[2]	60
Ruling machine	1.06[4]	76	1.14[7]	63	1.25[3]	65	1.15[1]	68	1.16[7]	71	1.38[6]	74
Bindery A, Misc. Men's machines	1.07[1]	63	1.11[6]	74	1.12[8]	76	1.94[2]	52	2.03[3]	60	2.18	58
Bindery B, forwarding and finishing	.85[7]	83	.85[7]	86	.92[4]	87	.85[8]	88	.91[2]	70	1.11[8]	88
Bindery C, Girl's machines	.63[1]	83	.65[2]	84	.66[7]	80	.70[2]	72	.78[4]	50	.88[2]	63
Bindery D, Girls, hand	.35[2]	86	.37[6]	83	.41[5]	86	.41[4]	87	.45[7]	75	.56[9]	85

NOTE: In the years where the machines are spanned by braces, the hours costs were not kept on the machines as at present classified, but in groups as indicated by braces.

‡ Compiled from Special Monthly Reports sent by members to the National Office of the United Typothetae of America.

WANTS AND FOR SALE

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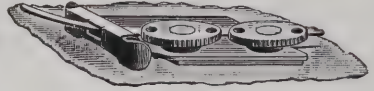

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NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SEVEN CHICAGO, ILLINOIS, NOVEMBER, 1919 NUMBER ELEVEN

"COUNTRY BLIND TO MENACE" SAYS SPEAKER AT ADVERTISING MEN'S CONVENTION

SPEAKING before the General Session of the Associated Advertising Clubs of the World at New Orleans, Harry Cleland, of the McGraw-Hill Co., New York, said:

In July and August of this year there was an average of 336 strikes going on daily in the United States.

There was no "local" quality about these conditions. Beginning in California—where the climate is supposed to be a panacea for all ills, including those of capital and labor—labor unrest was to be found in practically every State in the Union, ending up with a police strike in Boston which turned the hub of the world into the hubbub of the universe.

In the general fog there are at least two things clear:

First, that there has been a pronounced and progressive decline in production.

Second, that shorter hours and higher wages have not been compensated for by increased efficiency.

These facts have been presented in various ways to the country. The country is blind to the menace. The country is blinded by an overdose of its superabundant optimism. It may be true that experience is the best teacher but we have been dullards in our lessons.

You know for thousands of years there have been some people who were dead certain that the millennium was due just north of whatever corresponded to Broadway and Forty-second Street, and who looked for the permanent establishment of universal peace, virtue and happiness, "next year."

Yet a little observation would have shown them that the mosaic which makes up the history of this old world of ours is an endless repetition of the same patterns. We have had our very good spells followed by very bad ones; we have had virtuous eras followed by vicious ones; we have been savage and civilized and savage again. Our cycles have been peaks and valleys, peaks and valleys—the world has always had an aggravated case of curvature of the spine. Not sixty years ago we were told that "war is hell" and to prove that we do not profit by experience, we plunged into the greatest of all wars.

The war is over but not the effects of it. All war is a state of artificial existence—a drug—and the awakening from it finds a racked body and tormented soul. Today, we are faced by an industrial world situation of tremendous complexity.

And the question flat in front of us is: Are we to profit by experience or not? Are we to look back and remember and learn, or are we merely to look ahead and hope?

If the latter course is to be pursued you may write it upon parchment and rivet it in your hat that we shall have within our borders an industrial conflict that, in comparison, will make the great war sound like a nursery quarrel.

And in that conflict a victory by either side will be a loss to the entire country. Robbing Peter to pay Paul is unsound doctrine.

Hence, that portion of capital and management which regards labor as a commodity to be bought and sold, hired and fired, must come out of its comatose condition.

And that portion of labor which looks upon capital as an arch enemy and which is ruled by its radicals must throw the hobgoblin to the scrap heap and consign the swashbucklers to the same place.

Capital cannot afford to be reactionary. Labor cannot afford to be revolutionary.

There must be a real partnership before there can be a true industrial democracy.

Fundamentally, real partnerships are based upon mutual confidence.

Labor unrest is the result of a lack of such confidence.

Labor thinks that its cravings will be satisfied with more money. That is not true. Capital thinks that that all that labor wants is more money and certainly labor does everything to give capital that idea. That, too, is untrue.

Labor wants a decent living wage based on what it produces plus as much interest in the things it produces as is possessed by the other hired men in the front office.

The labor union won't admit that because labor unions have only one object in view: collective bargaining for shorter hours or more money or both—usually both. The individual laborer doesn't admit it because self-analysis is a foreign thing to him.

But the truth of the assertion may be evidenced by many examples of which I shall cite one:

Boyd Cable, a Scotsman with a career that included work as a common and skilled laborer and as a manager, was sent by the British Government to talk to aircraft workers in England. This is his story:

"Ask any of the firms that were building racing cars before the war, and they will tell you that labor troubles washed out when it was a case of getting a car built or tuned up for a race.

"Men then didn't care what hours they worked or what pay they got; they merely wanted their car to win and to know what happened to it.

"During the last year of the war I had an opportunity given me of coming over from France at intervals and lecturing to the aircraft workers.

"I suppose I went to every factory of any importance in this country, and there was one thing I found the workers always wanted to know—what was their particular productions doing in the field.

"They were interested enough to air work generally, but they were not satisfied unless I could tell them tales of what was being done with the machine or engine or magneto they were making there in that factory.

"And their pride in any special achievements of their productions was something wonderful. An hour's talk on the subject sent them back to their work with greater heart, with a new interest, with a fresh zest.

"Their job had risen from the low level of a mere matter of so many hours' work put in, so much pay earned. They knew the results of their labor and had gained a satisfaction and pleasure in their achievements they had not known before. (Remember some factories had been building thousands of machines and up to then had never heard one word of them after they left the works. Other factories had been making engines or parts, and the workers had never as much as seen a complete assembled aeroplane.)

"And all the interest, enthusiasm, and pride of achievement roused simply by 'telling the workers' had a practical result.

"In factories where careful count was kept of daily output, it was seen that the figures rose appreciably after one hour's talk.

"Keen, progressive firms found that it paid them to knock off work, shut the factory down for one or one and a half hours, and pay the workers full time as well as lose the hour's output, so that I could talk to them for an hour. And the firms found that they got back their hour's time and money in increased output in very short time."

Now, it is my belief that there is not a thing manufactured from a racing car to a keg of nails that has not a story behind it that will arouse the interest and the enthusiasm of its makers if that story be well told.

"Tell it to the workers" is a slogan that every advertising man at this convention might well carry home with him.

If, then, mutual confidence is the keynote to the solution of the problem of production, the questions are: What has prevented such confidence in the past? How may the conditions be remedied, and, more particularly from the subject of this address, what influence can the business press exert to bring management and labor to a completer understanding and to speed production.

Business papers are the organs of industrial management in this country.

SYSTEMATIC ADVERTISING FOR THE PRINTER

Is it worth while to advertise your printing business?

This is a question which off-hand seems ridiculous, yet there are numerous printers who neglect this important promotional work.

Perhaps spasmodically they issue a blotter, a mailing card, or something similar, and think, "Well, that's enough just now for advertising my business."

But the Advertising Bureau of the United Typothetae of America believes in system and persistency in printer's advertising, because it has just put into effect five standardized plans of advertising campaigns to which U. T. A. Printers may subscribe, in order to advertise their business successfully and thereby increase their sales.

The Typothetae Advertising Bureau has devised these plans to fit printing concerns doing a small, moderately large, or extensive business, by grading the service so it will adequately fit into the business plan of any printing plant.

The campaigns consist wholly of Direct Mail literature in getting their message across—folders, letters, mailing cards, house organs—the U. T. A. Advertising Bureau furnishing the printer copy, layouts, and the necessary special engravings for the complete plan with instructions how the campaign should be conducted and how the printed matter should be handled. The printer of course, to supply the paper and do the printing and mailing in his own plant.

Reports from the National Headquarters of the U. T. A. at Chicago, say that U. T. A. Printers are taking unhesitating advantage of this service because of its striking effective appeal not only to their pockets, because the service is rendered at a minimum charge, but also for the reason that the campaigns are practical and workable, and have been planned along lines of common sense and human interest appeal.

The new advertising service protects the subscriber in his own territory and no two printers can use the service in the same community. Such an innovation meets a long-felt want and the Advertising Bureau of the U. T. A. is to be congratulated for its foresight in helping making printers become better advertisers.

BADGER FIELD MAN JOINS TYPOTHETAE

Robert G. Lee, who for several years has been the cost accounting field man of the Wisconsin Federated Printing and Press Associations, has recently resigned to become assistant to Secretary Borden of the United Typothetae of America, with headquarters in Chicago.

As field man in Wisconsin, Mr. Lee installed the Wisconsin printers' cost-accounting system in a large number of Badger printing and newspaper offices under the direction of the coöperative plan established by the Federated Associations, the University Department of Journalism, and the University Extension division. Since his resignation, W. H. Bridgman, publisher of the Stanley Republican, has undertaken some of the work of installing cost systems in Badger offices.

THE WRONG TEXT

The preacher selected this for his text: "Be ye, therefore, steadfast."

But the Cross Road Herald printed it next day: "Be ye there for breakfast."

Little things like that is what makes the mortality rate so high among printers and editors.—Common Property.

WHAT BETTER LETTERS WILL DO

By Charles Henry Mackintosh, Manager Business Letter Department, La Salle Extension University, Chicago

"BUSINESS men—retailers, wholesalers and manufacturers alike—could well take some lessons in the writing of more concise and better business letters, and some of them could with profit study the experience of successful mail order houses with reference to their business letters." Such was the declaration of Charles Henry Mackintosh, manager of the Business Letter Department of La Salle Extension University, Chicago, before the Direct Mail Advertising section of the advertising convention recently held at New Orleans.

Mr. Mackintosh, before his connection with La Salle University, attained a reputation for his knowledge of direct-mail advertising in practical, every-day work. He described some interesting specific cases in his talk, one of which was as follows:

"In the case of a great wholesale house a few years ago, dealer after dealer had severed connections with it, and not one would give a reason for his action.

"I wonder if we all realize how seldom our customers will give reasons for not wanting to do business with us any more? Most people dislike arguments and know that to give a reason to the average house for not dealing with it any more, is simply to start an argument, and so they quit and say nothing.

"They stop and that's the end of it.

"In the case of this great wholesale house, so many dealers quit that it became necessary to find the reason before the concern was driven out of business entirely.

"And so a group of special investigators was assembled and sent out into the field to locate the source of the trouble.

"For a few weeks they could not find it. In most cases it appeared that the dealers themselves actually did not know why they were 'sore' at the house—but one thing at least was evident, that there was a very pronounced and dangerous spirit of dissatisfaction current among all the dealers, including the remaining customers of the house.

"At last one of the investigators unearthed a clue. He found a dealer who had finally succeeded in getting an adjustment, amounting to about $5.40, after exchanging no less than fourteen letters with the house on the matter.

"The replies to his communications had been so brief, so vague, so general in character, that he had been compelled to take time from his real work and again to restate and to explain the situation upon which he based his claim for an adjustment. His last letter reached one of the heads of the house and brought a satisfactory settlement.

"In the letters sent out from this wholesale house there was shortness without conciseness; they were inadequate, defective, deficient, abrupt, petulant; but no one could have stretched his charity to call them 'elegantly forcible.'

"But it didn't go out of business.

"But instead, it went out after the reason for the reaction, and when that reason had been found, a way was sought to remove it.

"This was the way:

"The heads of the house recognized that better letters meant better letter-writers. They knew that it wouldn't be enough—that it wouldn't even be fair—to tell the correspondents that their letters had been poor and must be improved. Just as it had been necessary for the heads of the house to have the situation analyzed before they knew what was wrong and how to cure it; so it was equally necessary to give the correspondents the results of the analysis and also to lay before them the inference which might logically be drawn from those results.

"So they called a conference of correspondents and laid before them the facts that had been unearthed by the special investigation. They had carbon copies of some of the letters and these were dissected, of course, without mentioning the names of the writers since the house policy had been at fault rather than individuals. And then they asked the correspondents themselves to suggest remedies for the conditions.

"Nearly all agreed that something must be done to insure that all questions in dealers' letters were answered carefully and completely in the future, but just what form this insurance should take other than leaving it to each correspondent to keep the matter in mind, could not be decided until someone suggested a supervisor whose job it would be to check all outgoing mail to see that each letter answered properly all the questions asked in the original. The correspondents thought that might be a pretty good plan, and then came the question as to who should undertake this work. Nobody seemed to feel that he had enough unusual ability along letter lines to volunteer—and you couldn't blame them, could you?—and so finally it was suggested that it might be necessary to train a man for the work.

"Now, before calling the conference, the heads of the house had investigated the possibilities of securing an effective course of training in business letter-writing and so they were prepared to meet ths suggestion.

"But right at this point the vice-president in charge of sales had a bright idea. 'If we can train a man to catch mistakes in our correspondence,' he said, 'why can't we train all our correspondents to do the same thing and so not to make mistakes in the first place?' That sounded like good logic, because there wouldn't have been sound sense in correcting the correspondence after it was all ready to be mailed and every correction would mean a waste of time and material; when it might better be corrected before it came from the lips of the dictator.

"Eventually it was decided to adopt *both* plans—to give the individual correspondents the benefit of the proven practical plants and the successful experience of the business letter-writing experts of America; and also to appoint someone to the position of correspondence supervisor to look over the letters before they left the house and thus mak assurance doubly secure.

"As a result of the operation of that plan, the house in question became greater than before—and you will see that I must not mention the name, since no concern likes it to be known that it was once on the brink of bankruptcy through inefficiency in any department—however, it is a real house and it is now one of the largest in its line in the United States. Better letters have rebuilt it stronger and bigger than before."

EDITORS VOTE ON NATIONALIZATION; SWAMP SCHEME BY HEAVY VOTE

Oppose Public Ownership and Believe in Private Operation of Farms; Mixed Views on Profit Sharing

Chicago, November 10.—The Illinois Committee on Public Utility Information has just completed a poll of editors of the state on the question of "Nationalization of Farms" as has been proposed by the radical element in connection with "public ownership of all money-making industry," and upon the issues of the efficiency of private operation and the "sharing of profits."

The ballots were sent to 610 editors of the state. Of that number 546 had voted when the "polls" were closed.

The results of the balloting may be summarized as follows:

Public sentiment, as represented by the views of the editors, is overwhelmingly opposed to any 'nationalization of industry" schemes, 537 editors voting flatly "no"; six favoring the taking over the farms by the Government and three casting "conditional" votes.

Of the 546 editors, 535 voted in favor of private operation; 8 voted either for Government operation or regulation and three ballots were "conditional."

Editors Cast Heavy Vote

The poll was one of the most complete ever taken of Illinois editors and the heaviness of the voting indicated the extreme interest in the outcome of submitting such a radical proposition as "nationalization, or public ownership" to a vote. Ballots were sent to editors irrespective of their political beliefs. The outcome of the poll should go far towards stabilizing business and giving it incentive to go ahead, inasmuch as authorities who have made a deep study of the situation say any "public ownership of money making industry" program must necessarily include the farms, they being the basic industry of the nation.

Question No. 1. Do you favor nationalization—public ownership—of the farms of the United States?

No	Yes	Conditional
537	6	3

Question No. 2. Do you believe private operation would be more efficient?

No	Yes	Conditional
8	535	3

Question No. 3. Do you believe farm hands should have a voice in management and "share all profits" of farms they happen to be employed on?

No	Yes	Conditional
503	8	35

Editors' Comment on Votes

Approximately half of those voting made comments in connection with their ballots. These clearly indicate the trend of sentiment.

E. E. Burson, Litchfield News-Herald, says he doesn't favor nationalization of farms or "no other industry" and doesn't believe in farm hands sharing profits "unless for all other industry."

P. S. McGlynn, Moline Daily Dispatch, favors private operation and is against public ownership, stating, "I am in favor of no public ownership except of the postoffice and my faith in that is being shaken."

The Arcola Record-Herald votes "no" nationalization and in favor of private operation "a thousand times so."

George R. Custis, El Paso Journal, says he is opposed to public ownership of farms "or anything else." His views are shared by W. J. Smith, Waukegan Daily Sun, who is in favor of private operations "yes, a thousand times, yes."

Don C. Estes, Brocton Review, states, "I am unalterably opposed to 'government in business.' My understanding of government is that its function is to govern and to regulate. I sincerely believe that the most efficient business on earth is the privately owned one."

G. A. Sutton, Fairbury Blade, votes against public ownership of farms and in favor of private operations "by all means."

"Beyond all question, NO," says C. W. Cook, Putnam Record of Hennepin, with respect to nationalization of farms, he believing private operation is more efficient "by far" and votes "positively no" on farm hands sharing profits.

C. M. Feezer, Mt. Carroll Mirror-Democrat, voted "emphatically no" on nationalization.

Charles C. Baldwin, Nashville Democrat, somewhat explosively voices the opinion "h——, no," on nationalization and "certainly" on the efficiencey of private operation. B. W. Jarvis, Troy Call, and Fred Shipler, Girard Gazette, echo the Nashville editor's views in a duplication of language.

"Yes, indeed, yes," says Harry B. Potter, Marshall Herald, on the question of efficiency of private operation, but says the matter of profit-sharing cannot be answered without qualification, it depending on circumstances.

"No, No, No," L. P. Tripp, Eldorado Journal, says of nationalization and "absolutely yes" on the question of private operation.

P. R. Nelson, the Winchester, Murrayville Tribune and Manchester Star, opposes public ownership, says "most decidedly" as to private operation and on farm hands sharing profits answers, "I do not. No employe takes the same interest in production that the private owner does."

"Yes, see what the government lost," J. M. Gray, Allerton Times, says as to the efficiency of private operation.

C. A. Snively, Canton Register, opposes public ownership, votes "yes" on private operation and on profit sharing says "possibly, if they share all the risks."

William F. Leath, Paris Daily Beacon, says the matter of profit sharing "can't be answered in a sentence," but he is opposed to public ownership and believes "unquestionably" private operation is more efficient.

"No. No. No," says H. E. Bell, White Hall-Register-Republican, to public ownership; believes private operation more efficient and says "no, decidedly no," to profit sharing. L. B. Sheley, Murphysboro Republican-Era, on the other hand thinks "profit sharing should be inaugurated by every employer of labor as a matter of justice and common sense and is bound to come to pass." He opposes public ownership and favors private operation.

"Never," says E. C. Cook, Railway Journal, as regards public ownership and "undoubtedly" as to private ownership.

Fred E. Sterling, Rockford Register-Gazette, votes "no" on public ownership; "yes" on private operation and opposes profit sharing, but says "help should be liberally paid."

John R. Harrison, Danville Commercial News, takes the same views on the first two questions and on the

third says, "that is a problem for each land owner to settle with his own hands."

Bliss Not a Bolshevist

C. W. Bliss, Montgomery News, Hillsboro, votes "no" on nationalization; "yes" on private operation and on profit sharing says "they already 'share all profits,' in fact they get the biggest share, without expense or responsibility. I am not a Bolshevist."

"Not by (any) sight," Gerald E. Sullivan, Englewood Times, Chicago, says on sharing profits and he wants the farms to stay where they are.

"The Democrat is not socialistic or anarchistic," says A. L. Brown, Edwardsville Democrat, in voting "no emphatically" on public ownership and "yes" on private operation.

"We people out this way have had our belly full of government ownership, which produces only grafting barnacles," says Z. A. Landers, Oregon Republican, who plunks a vote against public ownership, opposes profit sharing and believes in private operation.

Hughes Brothers, Clinton Register, use five "noes" in answering the question relating to nationalization and as many in voting on profit sharing.

"No, what's the joke?" says W. T. Bedford, La Salle Tribune, on profit sharing, he opposing nationalization.

Carl P. Morgan, Calumet Index, Chicago, opposes public ownership, doesn't believe in employes having a hand in the management, but does in their sharing a percentage of the profits.

"No, not by any means," says R. W. Jones, Johnston City Progess, as respects profit sharing and "yes" on private ownership.

"No, not as farm hands generally go," says N. L. Goddon, Lincoln Evening Star, regarding profit sharing, and he votes for private ownership.

"No, but they should be paid a living wage," says Maurice J. Seed, Mt. Vernon Register, and he thinks private operation is best.

Yes, if amicable to owners," says H. Bettlestone, Elmhurst Press, on profit sharing. He voted for private ownership.

Opposes All Public Ownership

"No, nor of anything else," says A. T. Burrows, Urbana Courier, on the question of nationalization. He believes "absolutely" in the efficiency of private operation and on the subject of profit sharing says "yes" if workmen in industry have that right. Otherwise no."

"Yes and no. Broadly no," says W. A. Robinson, Liberty Bee, on the question of profit sharing. He votes "no" on public ownership and "yes" as to his belief in the efficiency of private operation.

"Yes, decidedly," says Edwin C. Powell, Farm and Home, Chicago, as to private operation and "no" on nationalization and profit sharing.

Ward A. Neff, Chicago Daily Drovers Journal, opposes public ownership, thinks operation of industry is most efficient and that "good wages are enough."

"No, most certainly not," says Don A. Spurr, Wilmington Advocate, as respects profit sharing and he favors private operation.

Crihfield Brothers, Minier News, says "not ready for this," as respects profit sharing and believe in the efficiency of private operation.

"Absolutely not," says George Faxon, Kendall County News, as respects public ownership, and "no" as to profit sharing.

"Yes," says George W. Bolling, Daily Calumet, South Chicago, as to nationalization of farms. He believes also that farm hands should have a voice in the management and share profits.

"Depends upon conditions," says Tiffany Blake, Chicago Tribune, as to profit sharing. He is against nationalization and believes private ownership more efficient.

"I do not believe in public ownership of anything. Government ownership is the first step to anarchy and national physical and moral death," says E. S. Clayton, Martinsville Planet, answering the question as to public ownership.

PRINTERS REFUSING BUSINESS OF FAKE ADVERTISERS

The fake advertiser, especially in the financial field, who has been denied advertising space in newspapers and other publications as the result of the movement against fraudulent advertising, is beginning to find that there are printers who will no longer issue literature for him, says a bulletin from the National Vigilance Committee of the Associated Advertising Clubs of the World.

Driven from the publications, the only remaining opportunity of the faker, in many communities, is to use the mails, says the bulletin, and the advertising association has been urging printers to decline to be a party to such advertising. It suggests to the printers that in the long run they will lose by allowing themselves to serve illegitimate business, for each time a fake circular is received by a "prospect," that person's respect for direct-mail advertising diminishes. Its power to convince him decreases.

The bulletin cites the fact that through the efforts of the Better Business Bureau (vigilance committee) of the advertising club of Kansas City, affiliated with the Associated Advertising Clubs, several leading printers have agreed that they will in the future consult with the bureau before doing work for advertisers whose integrity they doubt, especially of oil stock promoters and others offering securities for sale.

The advertising association also cites the case of a Cleveland printer who, when he found that an investment broker whom he had been serving was of shady reputation, took a position against rendering further service, though the broker desired to place a standing order which would have resulted in a profit of more than $300 a month to this printer.

The advertising association is asking printers and others interested in direct mail advertising to report to it cases of the misuse of direct mail advertising. Such communications should be addressed to H. J. Kenner, secretary of the committee, at 110 W. 40th St., New York City.

POTENT STUFF

"Is this hard cider?" asked the prospective purchaser.

"Sure," said the rural dispenser.

"But how hard is it?"

"Well, my hired man who never wuz right peart before, filled up on th' stuff 'tother day an' lit out down the big road yellin' "Glory, halleluiah! I am still in th' home of the brave an' th' land of the free!' "

"Gimme a gallon."—Birmingham Age-Herald.

NEW YORK STRIKE BROKEN

The end of the tie-up in the printing industry which has existed in New York City for six weeks is now practically in sight as a result of the return of more than two-thirds of the pressmen to the International Union. Friday, November 7th, the members of Pressmen's Union 51 voted to return to the International as a body, but the next day the men took the matter into their own hands without waiting for the outcome of a conference between their committee and George L. Berry, President of the International body, and swarmed down to the Sun building, where nine men were kept busy exchanging the old union cards for new ones.

At the end of the day Mr. Berry announced that 1,680 of the 2,300 men in the old union were now in good standing, and that the office would be kept open all day to enable all of the men to join.

While the backbone of the strike is apparently broken and the employers announce that all the big presses in the city are in operation, the situation is complicated by the stand of Franklin Union No. 23, comprising the feeders, and Paper Handlers and Sheet Straighteners' Union No. 1, both of which bodies have voted almost unanimously to stand by their original demands for the forty-four hour week and a $14 increase in the weekly wage.

At the meeting of pressmen, members of Typographical Union No. 6 said that the course of their union would be determined by the decision of the feeders.

Members of Typographical Union were expected to follow the lead of the pressmen and return from their "vacations."

BUILDING UP PRINTING ACOUNTS

I overheard a sales manager, a short time ago, pointing out to one of his salesmen that the contract he had brought in for final approval represented decidedly inferior salesmanship, because it had apparently been secured merely by following the lines of least resistance. This insistence of the modern sales executive upon the fullest realization of business possibilities suggest a parallel course which printing firms in particular have ignored to a great extent, principally on account of a desire for immediate orders without any regard for future development of customers.

Naturally enough, all of us are primarily interested in getting business, and, in the face of keen competition, we are prone to take short cuts which will bring orders with the least possible expenditure of time. But, upon a basis of real service, it is evident that by really working out the requirements of a prospective customer in a satisfactory way the financial rewards will be far greater in the end.

In one of the largest and fastest-growing cities in the country there is a printing firm which, largely because of its location in an outlying section, adjoining a number of factories, has been able to build up a good-sized business. Not long ago one of these near-by manufacturers decided upon a publicity campaign which involved a big printing order. As the manufacturer was engaged in making building materials he determined upon the usual run of folders and circulars as the proper means for securing the kind of dealer coöperation he wanted. As it happened, the neighboring printing firm was given the first order, and, while their work was satisfactory, the publicity was by no means effective. A competitor advanced the idea that direct-mail advertising upon products of such general interest as building materials should not be confined to dealers, but should be extended to the public. He suggested monthly booklets and other literature, emphasizing the idea of thrift in purchasing the best for the new home, and, in a number of ways, showed that by this method of approach the work upon the dealer would be supplemented with undeniable effect. As a result, he developed an account which is rapidly growing and steadily occupies his organization.

Of course, the writer appreciates the fact that the average printer will protest that this kind of development is in the main impossible, principally because it necessitates advertising sense and copy-writing sense and copy-writing ability. But, as a matter of fact, the printer in this case possessed neither of these requisites. He merely thought out the whole matter from a business standpoint and thereby looked upon the problems of the prospect as if they were his own. Assuming that he had more than oridnary intelligence and foresight in formulating and properly carrying out the campaign, the fact remains that his competitor had at least the same mental equipment, even though he lacked vision.

In this period of reconstruction, when service had become more than a word to be conjured with, through an understanding of its real meaning, the printer will be compelled to solicit business from a new angle if he is going to survive. For a long time he has been regarded as possessing something more than a knowledge of type and the mechanics of his craft. Now he must be prepared to turn out productive printing.

Only the other day a business man said to me: "As you know, I have been manufacturing a new type of hot-water bottle for quite some time, but I have never seemed to get far with it; that is, in securing an intensive distribution. I have always felt secretly that there was a good deal lacking in the printed literature that I have been sending out to dealers, but, somehow, I never felt I could afford to hire an advertising man, and so the matter has hung fire. But, say, what do you think? A printer came in here the other day and before he finished he had told me more about my own product than I knew before. He frankly told me that he had studied my business and my product because he felt that he could get out printed matter for me that would really help. And, believe me, I am satisfied that he will."

No one will seriously contend that advertising and merchandising are about to override an actual knowledge of the printing craft as basic essentials. But it is quite evident that by proceeding from this new point of view, and with the partial assistance of these complementary factors, the business of printing will more largely take into account the growth of possibilities through careful and logical development.—Martin's Papyrus.

PUBLISHER PREDICTS $100 TON

Paper on contract prices at $100 a ton next year was predicted by E. J. Lynett, publisher of the Scranton, Pa., Times, in an address to circulation managers, in session. After outlining the qualifications of a successful circulation manager and the importance of it in a newspaper scheme, he continued:

"Hard as you circulation managers may work, there are not any of you who can get enough money through the circulation department to pay the bill for the white paper. Not a single copy of the paper can be produced that doesn't carry the cost of white paper.

"In the good old days we used to think that $40 a ton, delivered in our press-room was a high price for paper. Now we are payng on yearly contracts about $55 and those who go short on supplies must go into the market and pay $100 a ton F. O. B. mill, which indicates that the contract price next year will be $100 a ton.

THE VICTORY TOUR OF THE NATIONAL EDITORIAL ASSOCIATION

(Concluded)

TO excel one another in good works seemed to be the common, controlling motive among the cities of the Pacific Northwest. What Canada had done for the visiting editors afforded an example which stirred and inspired emulation.

Portland and the Oregon committees had provided a criterion for hospitality which Tacoma, Seattle, Victoria and other cities to be visited by the newspapermen sought to approach. It would be difficult to estimate whether they equalled or surpassed the high mark of hospitality reached.

Really, at times, it seemed that the leading citizens of the places visited had but one thought to engage their attention so long as the editors were within their gates—and that was to do everything possible to make their stay an event which would forever linger in memory.

The Tacoma Commercial Club welcomed the editors at a bounteous luncheon Wednesday, August 14th. The address of greeting by President James H. Davis was eloquently responded to by Mr. C. E. Adams editor of the "News," Junction City, Colo., and of the "Press," Montrose, Colo.

After the luncheon, the editors were driven in autos to Mt. Rainier National Park, some of them remaining at Longmire's Springs over night and others at the picturesque Paradise Inn, a few miles nearer Mt. Tacoma.

Mt. Tacoma, one of the world's greatest scenic attractions, was visited the next day; the entire corps of motor owners remaining with the party through the night and driving the editors up and around the great "mountain that was God" in the morning.

The trip to this wonderland of nature, over the finest paved highways in the world, is one of the most thrilling and entrancing experiences that can come into the life of any man, no matter how well "traveled" he may be.

The opportunities for pleasure are as varied as the rugged scenery which one meets at every hand. There are magnificent highways for automobile travel, rugged trails through beautiful valleys carpeted with scores of varieties of wild flowers; pony trails through virgin forests; and, above all, the wonderful ascent to Mount Tacoma itself, 14,408 feet high, with its numerous moving, living glaciers and broad snow fields. Side trips may be had to lesser peaks, affording the exhilaration known only to those who have inhaled the pure air of the mountain and gazed upon the magnificent vistas that unfold themselves at every hand.

Returning to the city of Tacoma early in the evening the editorial party was entertained at a symphony concert at a wonderful outdoor stadium, a natural amphitheatre comfortably seating 35,000 people.

The editors boarded a special boat later in the evening and reached Seattle at midnight. At the wharf, the visitors were given another example of Seattle's hustling ability. A fleet of chugging taxis were in waiting, into which the editors were chucked and whisked away to hotels before they could fairly catch their editorial breaths.

Early the following morning the second session of the Convention was held at the Seattle Press Club rooms. A policemen's band opened the interesting program by playing the national anthem, "America, My Country," of which Hon. Jens K. Grondahl, editor of the Red Wing, Minn., Republican, is the author.

The audience joined heartily in the singing of the number, as they had become familiar with the air, owing to its repetition at previous occasions of similar character.

Ubiquitous reception committees from the Seattle Press Club, the Washington State Press Association and the Seattle Chamber of Commerce, were ever on the alert to answer questions, provide service and demonstrated most attentive concern as to the welfare, comfort and happiness of their guests.

Following the afternoon session a banquet was provided by four Seattle newspapers: The Post-Intelligencer, The Times, The Star, and The Record, at the Masonic Temple, at which Judge C. E. Claypool was the toastmaster.

The principal address of the evening was given by John Kendrick Bangs, author, lecturer and humorist.

All of the speakers representing the visitors, which included President Hardy, Mr. Harvey Ingham, editor of the Des Moines "Register-Leader; Mrs. I. G. Stafford, "Siftings-News," Idaho Springs, Colo.; Mr. Will Wilke, "Gazette," Gray Eagle, Minn.; Vice-President Albright, and Mr. C. E. Ingalls, President Oregon State Editorial Association, were warm in their praise of the Seattle spirit.

The Good Ship, "Editor," ready for Launching
Courtesy Inland Printer, Chicago

Mrs. Hardy (in rear on platform) and Official Party at Launching of the "Editor"
Courtesy Inland Printer, Chicago

A feature of the banquet was a company of Seattle business and professional men, known as the Chamber of Commerce Chorus. After the banquet a ball was held in the beautiful auditorium.

Saturday, August 10th, was a memorable day for the newspaper men, for into its waking hours were crowded more events of interest and pleasure than any of them ever expected to see again in their lifetime.

The first event was the launching of the steamship "Editor" at the Skinner & Eddy Corporation yards.

Mrs. Hardy, wife of Congressman Guy U. Hardy of Canon City, Colo., President of the National Editorial Association, christened the new steamship with an enthusiasm and thoroughness that added wonderfully to the success of the ceremony. She withheld the blow of the champagne bottle until the great steel hull had begun to gather momentum and then with one smashing blow, she shattered the beribboned container on the massive steel prow with a force that brought a recoil of the seething liquid, showering members of her party with champagne drops.

Staged with minute attention to detail and all the traditions of the sea, the launching ranked as one of the greatest spectacular productions of the kind witnessed in Seattle this year. Few of the editors from the inland States ever had attended a launching before and the ceremony left on their minds a profound impression of the vast value of the shipbuilding industry and the merchant marine to the whole nation.

Gathered on the platform, they beheld on all sides the hard-hitting thousands that form the day shift of the Skinner & Eddy plant's far-famed team of overall workers, massed in great throngs on the ground, clustered like swarms of bees on the roofs of the yard buildings and the stocks and scaffolding of the nearby ways, or silhouetted against the sky as they clung with easy familiarity to lofty perches on the aerial towers of towering masts. Nearly twelve thousand strong, they joined in acclaiming the new ship with an enthusiasm that never seems to grow old.

Nine other 9,600-ton vessels that will carry the Stars and Stripes to the ports of the world, rested their great bulk in the other building ways of the world-champion plant, each in a different stage of construction, so that the editors were able to visualize the progress of a ship from the keel laying to the launching.

The "Editor" is the 58th steel steamship launched by Skinner & Eddy since September 21, 1916. She went into the water seventy working days from the keel-laying, a record that shows the yard is still pace-making.

At the close of the launching ceremony, President Skinner presented a diamond and platinum bar pin to Mrs. Hardy as a token of appreciation from the company. Thousands of handsome souvenir programs in book form, illustrated with pictures of the Editorial Association's officers, representatives of the government and officers and members of the Seattle Press Club, as well as the picture of Mrs. Hardy and a number of the Skinner & Eddy ships, were distributed by the corporation.

Following the launching ceremony the visitors were entertained with a water-front excursion, the boat stopping to permit the inspection of flouring mills, cold storage plant, and other places of interest.

The experience of passing through the Lake Washington canal locks was one of novelty and pleasure. From cruising in the salt water of Puget Sound the boat glidded into the fresh water of Lake Washington on the east shore of which a luncheon was served.

Following the return to the city, the ladies were the guests of the local committee at a dinner in the New Washington Hotel.

Saturday evening the men were guests of the Seattle Press Club at an indoor clam bake and high jinx. The visitors donned paper caps and white aprons, leaving the coats and vests in the trustworthy care of a cloak-room person, who finally returned them, with interest.

The program included a "nail-driving contest for championship of knockers' club"; a spelling bee for editors; as others see you, by Paul Tung, Chinese cartoonist for Seattle Post-Intelligencer; Imperial Quintet; Ray Conklin, ventriloquist, etc; affording an evening of real enjoyment and giving substantial pleasure.

Sunday morning the delegates were admitted to the navy yard, Puget Sound, for a tour of inspection, following which the Bremerton Chamber of Commerce acted as host at a luncheon.

Returning to Seattle at 2:30, automobiles furnished by members of the Rotary Club were filled by the sight-seers and thirty-five miles of business and residential streets, parks and boulevards were covered. It was a drive which teemed with interest, giving the newspaper men a paroramic view of the surprising development of this wonder city of the great Northwest.

At six o'clock regretful goodbyes were said, as the editors boarded the special steamer, "Prince George" of the Grand Trunk Pacific line for Victoria, the capital city of British Columbia, which was reached without a mishap, after a five hours' cruise.

Upon arrival, the entire party was quickly distrib-

uted among nearby hotels. The following morning, Monday, August 15th, the editorial party was officially received at the Parliament Buildings by the Premier of the Province, Hon. John Oliver.

The Premier's warm-hearted expressions impressed the visitors. He commented upon the sincere relationships which existed between Canada and the United States and hoped that the years to come would witness the closer binding of those ties which were of inestimable value to the successful development of the two countries which had so much in common.

Hon. J. D. MacLean, Minister of Education and Provincial Secretary, seconded the welcome with an extended address of informative interest.

Mr. Charles Swayne, editor of the Colonist, welcomed the editors on behalf of the press of the Province.

President Guy Hardy responded.

Following a session of the Convention in the ball room of the Empress Hotel, the men of the visiting party were entertained at a box luncheon at the Royal Victoria, the women being especially welcomed by Mrs. Hasell at the Empress Hotel.

A drive to Butchart's Sunken Gardens, Brentwood, and an inspection of the astrophysical Observatory proved to be two of the most pleasurable of the many delightful experiences enjoyed by the visitors, while in this beautiful "city of sunshine."

In the evening the editorial party enjoyed the hospitality of one of Canada's greatest newspapers, "The Daily Colonist," of Victoria. A banquet, one of the most notable of the many memorable occasions, was held in the ball room of the Alexandria Club. A bounteous menu of edibles, lively community singing, in which all joined with happy abandon, special solos and epoch-making addresses furnished an evening of pleasure which will ever be remembered by all who had the high privilege of participating.

Hon. J. D. MacLean, Minister of Education and Provincial Secretary, officiated most acceptably as toastmaster. The toast to the Allied Countries was responded to by Mr. Harvey Ingham, editor-in-chief of the Des Moines Register and Evening Tribune, and Mr. W. J. Bowser, K.B., M.P.P.

It gives me special pleasure to respond to this toast," remarked Mr. Ingham, "especially here in the presence of our people from the United States, for I believe we Americans have little appreciation of the wonderful work done by some of our Allies in the world war." He believed the people of the United States little appreciated the awful sacrifices the European Allies have made, the tremendous drain upon their resources that has been incurred to the end that civilization should not die. "I can appreciate that remarkable trait of the British people which, while giving full meed of praise to the efforts of others, yet keeps them from boasting of their own achievements. But it is only on this trip that we from the other side have really learned to know the sacrifices she has made, the bitter price she has paid."

Other speakers were Mr. W. J. Bowser, K. C., M.P.P., Hon. John Hart, Minister of Finance, Mr. John Cochrane, president of the Canadian Club; Mr. Will Wilke, Mr. Edward Albright and President Guy U. Hardy of the N. E. A.

The singing of "My Country, 'Tis of Thee" and "God Save the King" brought the dinner to a conclusion. The guests proceeded to the Empress Hotel, where they were guests at a dance in their honor by Mr. Griffiths R. Hughes, proprietor of The Times.

The closing session of the Convention was held early Tuesday morning, after which another auto drive was enjoyed. The visitors were made guests of the lumber manufacturers at a delectable luncheon, many taking advantage of the invitation to inspect the large mill of the Canadian Puget Sound Lumber and Timber Company, which has a productive capacity of one hundred and fifty thousand feet of lumber a day. The party boarded the boat in the early afternoon and had a delightful cruise across the Sound to Vancouver, where autos were in readiness to take the guests over the beautiful Marine Drive, a privilege which lack of time had not permitted them to enjoy on their previous visit.

National Editorial Association Delegates in front of Parliament Building, Victoria, B. C., August 18, 1919

The special train, with the same obliging porters, was found ready and waiting to carry the travelers on the homeward bound journey.

A short stop was made at Sicamous, and later, another at Revelstoke, where the party were guests of the city at luncheon.

A view of the wonderful spiral tunnel at Field, where the train was parked for the night, was only one of many sights which inspired awe and won profound admiration. It was really as wonderful a sight as any that may be found along the route of the Canadian Pacific Railway.

Coming from the west, the road first enters the new spiral tunnel of 2,910 feet under Mount Ogden. Emerging from the tunnel the track runs back west, across the Kicking Horse River, and then enters the cork-screw tunnel of 3,2000 feet under Cathedral Mountain, and after describing an elliptic curve, emerges to again run along

the Kicking Horse Valley. The whole thing is a perfect maze, the railway doubling back upon itself twice, tunnelling under mountains and crossing the river twice in order to cut down the grade.

Another of the main objective points in the tour, Lake Louise, was reached in the morning. The trip from the station up to the Lake was made in gasoline motored cars on rails. After enjoying several hours along the shores of the beautiful lake and glorying in the luxurious furnishings of the Chateau, the party journeyed down the mountain and left the scenes of surpassing loveliness for the impressive natural beauties of far-famed Banff.

Banff is the station at which visitors of the Canadian National Park detrain. Automobile transport was furnished to the Banff Springs Hotel, where a bounteous dinner was served.

Many of the party bathed in the warm sulphur-water pool, a part of the hotel equipment; probably as elaborate as may be found on the Western Hemisphere. The Canadian National Park is the largest in the world, embracing an area of 5,732 square miles.

The train left Banff at midnight and slowly descended the mountains to the plains. The first stop of the day was at Red Deer, where one of the most complete breakfasts of the trip and a sincerely hospitable reception, was provided. Automobile drives about the splendid farming and dairying district were then enjoyed.

The city of Calgary was reached in the early afternoon.

An ample supply of automobiles was in readiness at the station. Members of the city council, the Rotary Club, the Kiwanis Club and of the Board of Trade extended a welcome. A two hour tour of the city and surrounding country astounded the visitors, many of whom had heard of Calgary but few had a conception of the extent of the development.

A delightful dinner provided by the Hudson's Bay Company in the Elizabethan dining-rooms of the metropolitan establishment, proved to be one of the happiest occasions of the kind experienced.

The program was well balanced with speeches and entertaining numbers by some of Calgary's best talent. Mayor R. C. Marshall presided and delivered an address of cordial welcome.

Mr. J. C. Brimblecom, editor of the Graphic, Newton, Mass., eloquently responded. Mr. Herbert presented gifts in behalf of the editorial party to Mr. and Mrs. Hardy, Mr. Will Wilke and Mr. George Schlosser.

After singing the national anthems of the two nations the whole party adjourned to the Plaza, the commercial club rooms, near at hand, where "wild and wooly" trappings and decorations provided a novel climax to another perfect day.

Early Saturday morning, August 23rd, Lethbridge was reached. A bagpipe band of musicians dressed in brightly-colored kilties, gave the editors an early morning serenade. The enterprising citizens had arranged a breakfast and reception, both of which were amply satisfying and pleasurable.

Lethbridge has a 150,000 acre tract of irrigated land adjoining its municipal boundary and the visitors were shown this new method of farming, the trip about the city being made by the ever-present automobiles.

Medicine Hat, the town which Rudyard Kipling said was "born lucky," was next visited. With an immense flow of natural gas and an abundance of coal, the city is prepared to make something besides the cold weather for the manufacture of which it is generally debited.

A dinner and a program of informative interest gave the American visitors recollections of this enterprising city which will react beneficially upon their generous and kindly hosts.

Moose Jaw, a city of 25,000 population, welcomed the editors with a brass band and an abundance of enthusiasm. Auto rides about the city were provided in the morning. Immense wheat fields were inspected.

At Kingsway Park the editors played a game of baseball with the Moose Jawites, after which a cafeteria luncheon was served and a program of speeches listened to with evidences of marked appreciation.

Leaving Moose Jaw, early in the afternoon the train sped rapidly across the prairies for Regina, arriving at 3 o'clock. Representatives of the Board of Trade, City Council, Rotary Club and Kiwanis Club were at the station to meet the arriving caravan. Automobiles were soon filled with the visitors who were driven to the barracks and training grounds of the Northwest Mounted Police.

Over a hundred of the famous "Scarlet Riders," all in full dress and equipment, were drawn in the square.

See Famous Force

Shortly after the arrival of the visitors the police were put through their paces by one of the inspectors. Commissioner Perry was also present with a number of his aides. Following military drill the visitors were shown how a "Royal Canadian Mountie" is trained.

Tent pegging and various other forms of work were demonstrated and the display was brought to a close by a "Balaclava Melee," by a number of the old-timers. All the various uniforms that are worn by this famous police unit were also on exhibit. There was the scarlet dress tunic, the service khaki, the various coats, such as the pea jacket, rain coat and heavy fur coat and also a suit of furs such as is worn by the police when patrolling inside the Arctic circle.

At four o'clock the display was brought to an end and the visitors again climbed back into their cars. The party was led about six miles into the country to be shown just what kind of wheat Saskatchewan soil is capable of producing.

The editors viewed the beautiful parliament buildings and grounds and were then taken to Westminster Church, where a banquet was served and a wonderfully interesting program of a varied character, including several excellent addresses, was enjoyed.

A most pleasing feature was the presentation of a handsome traveling bag to Mr. J. Bruce Walker, the popular representative of the Immigration Department of the Dominion Government, whose solicitous care of the members of the excursion party had endeared him to all, men and women alike. The presentation speeches were cleverly made by Mr. B. C. Dow, editor of the Daily Argus-Leader, Sioux Falls, South Dakota, for the male contingent and by Miss Laura Dowe, Enterprise, Palmyra, Wis., for the ladies.

An elaborate reception was held at the Parliament Buildings later in the evening. Departure from Regina was made at midnight. The forenoon of Tuesday, August 26th was spent at Brandon. After driving about the country and visiting a prize stock farm the editors were entertained at luncheon.

The return to the city of Winnipeg, the starting point of the trip, was made in the afternoon, arriving at about 6 o'clock.

The editors dined together at the Royal Alexandria Hotel, where Mr. W. L. Cotton of "The Examiner," Prince Edward Island, and Mr. John T. Hawkes, "Moncton Transcript," Moncton, New Brunswick, extended an

invitation to the National Editorial Association to visit Eastern Canada in 1920.

Most of the members of the editorial party left for Minneapolis and Chicago over the "Soo Line," dispersing in different directions from these points.

The Victory Tour and Convention of the National Editorial Association was unquestionably one of the most informing and helpful from an educational standpoint that has ever been held in the Association's history of a third of a century.

The celebration of the victory that came to American and Allied arms in the great world war by scores of editors of influential newspapers in the manner described in the foregoing pages will doubtless have the anticipated result: the cementing of a relationship with the vast empire to the North which will be to the lasting advantage of both nations; the widening of visions as to the possibilities of the Pacific Northwest and the adoption of a program of expanding usefulness for the National Editorial Association the wisdom of which will be given practical demonstration according as leading members of the profession lend their loyal support and earnest coöperation, were all consummations equally potent for good in the advancement of the best interests of all who participated.

THE HIGH COST OF PRINTING

The high cost of printing is illustrated in a charted statement of chargeable hour costs recently issued by the cost committee of the Franklin Typothetae of Chicago:

In issuing the report the committee said:

"The printing industry of Chicago is at the peak of a tremendous volume of production. This abnormal production has caused an unusually high percentage of chargeable time with a resulting low cost.

"To the costs compiled in the stateement for these six months since February, it is necessary to add increased costs now in effect since the increase in wage scales of August 2 1919, as well as increases in overhead payroll The Cost Committee has analyzed these increases and they are included in this statement.

"All members of the Association should bear in mind that a decline in the present abnormal volume of business in the industry will automatically result in a proportionate increase in costs and that their selling prices should be established to meet this future contingency.

'Selling prices should be gauged for the future as well as for the present. The recommended selling prices which appear on this statement are established on an equitable basis of actual cost plus a fair profit.

"Those firms not operating the Standard Cost Finding System should realize that this cost statement is a composite of costs of highly efficient plants, that many of these plants have submitted costs much higher than the ones shown and it is logical that the costs of a plant without a cost system are not lower but, more likely, considerably higher than the figures published.'

The recommended selling prices per hour for several departments were:

Composing-room, hand work	$3.25
Job Press, 10 x 15 and smaller	1.75
Job Press, larger than 10 x 15	2.00
Medium Cylinder, 25 x 28 to 38 x 50	4.00
Cutting	2.50
Machine folder, hand-feed	2.75

Those who imagine these prices are too high will do well to personally discover whether their own prices are not too low.

THE NEWSPRINT SHORTAGE

The newsprint paper supply is rapidly approaching a stage which will be fatal to many newspapers. The present normal demand is perhaps 25 per cent greater than the supply, and prices are on a famine basis and going higher. At present rates of advertising it is impossible for most newspapers to make money.

If this situation were the result of manipulation or monopoly, it might be dealt with by the usual legal measures, though prosecution and legislation are disappointing in results. In fact, the present situation is the result of shortsighted attempts in the past to restrict the price of paper, which has kept capital out of manufacture, so that the industry now is not able to meet the publisher's needs.

The crisis can be met only by voluntary self-denial—unless it be allowed to develop until the weaker publishers go under. The Tribune is in a fortunate situation because it manufactures its own paper. But it believes it would be a national misfortune if newspapers or other publications of merit were victimized by this abnormal condition, perhaps even to the extent of being forced out of existence.

The Tribune believes, therefore that the stronger publications should forego their advantage to a reasonable extent and enter into an agreement to curtail the consumption of newsprint paper. The agreement must be general and advertisers should give public-spirited help by assenting to restrictions of space.

The Tribune would be glad to lead the movement for restriction, but has gone as far as it feels it is reasonable that it should go until a general agreement is put in force. It stands ready, however, to join in a general movement to bring consumption down to the level of supply and thus save a situation which must soon prove disastrous to many publications and a public misfortune.—Chicago Tribune, November 7, 1919.

SHOWS FARMERS HOW TO ADVERTISE

Mr. Geo. A. Starring, editor Extension Publications, South Dakota State College of Agricuture and Mechanic Arts, has been exploring in new fields and his latest adventure into the service territory for constituents of the organization with which he is affiliated, is an especially practical treatment of the subject of advertising farms and their products.

Mr. Starring's suggestions are presented in booklet form, the pages being abundantly illustrated. In an introductory paragraph Mr. Starring says:

"Advertising is becoming an important phase in the marketing of farm products. Every farm may dispose of its ordinary produce without difficulty through the usual marketing channels at the going market price, such as seed grain or breeding stock. The problem then becomes one of finding buyers who are willing to pay a higher price for a better quality of product. This is where advertising comes in to bridge the gap between the two."

Layouts of copy as well as the result of setting the advertisement according to lay-out, are reproduced in zinc etchings. Some of the chapter headings are: "Writing the Advertisement"; "Where to Advertise"; "Sale Catalogues"; "Sign Boards"; "Inquiries and How to Handle Them"; "Letterheads, Business Letters, etc.

After defining advertising, the author says: "Everything considered, advertising through the newspaper or farm paper is the cheapest and most effective publicity for farm products.

The circulation of this kind of literature will mean more business for the printer and newspaper publisher

as well as for the farmer. It is certainly a valuable contribution to the economic well-being of a large circle and surely will have the result of dignifying and the placing upon a respectable commercial basis that relationship between farmer and country editor which for so long a time has been the subject of jocular remark.

POPULAR EDITOR OF TRADE PAPER ENTERS BUSINESS OFFICE OF WESTERN NEWSPAPER UNION

Mr. John B. Gairing who has been the popular editor of the Publishers' Auxiliary for over eight years, has been transferred to an important position in the business office of the Western Newspaper Union.

The same qualities of sound judgment and the ability to reach safe and sane decisions which Mr. Gairing has always exhibited as a managing editor and as a speaker at gatherings of newspaper men, will doubtless find ready recognition and opportunity for development.

The following announcement, appears in the issue of the Auxiliary for November 8th, 1919:

Mr. John B. Gairing
For years editor of the Publishers' Auxiliary, who enters the business department of Western Newspaper Union

Change in Auxiliary Editors

"With this issue of the Publishers' Auxiliary, John B. Gairing, who for more than eight years has had editorial charge of the publication, retires from that position for the purpose of accepting a place in the business department of the Western Newspaper Union. Mr. C. F. Hodge will succeed Mr. Gairing on the editorial desk of the Auxiliary.

"Under Mr. Gairing's editorial direction the Publishers' Auxiliary has fully justified its slogan, 'the most thoroughly read newspaper publication in this country.' He has made the paper not only the most thoroughly read but also the most widely read publication for newspaper workers throughout the world. During his more than eight years at the editorial desk he has witnessed wonderful progress and improvement on the part of the daily and weekly newspapers of the smaller cities and towns, and we are sure the paper has had an influential part in the making of this progress and improvement.

"Mr. Gairing has a very wide circle of friends and acquaintances among newspaper editors and publishers all over the nation. Many hundreds of them have told him their difficulties, and in hundreds of cases he has helped to find a solution for these troubles. He has met a very large number of publishers personally at press association meetings in various sections of the country, and has attended several conventions of the National Association.

"While his many friends will regret his resigning the editorial charge of the Auxiliary, they will be pleased to know that the new postion he is taking is one of his own choosing, and one for which the company feel that he is peculiarly fitted because of his years of close association with the editors and publishers of the newspapers the company is serving. He will continue to live in Chicago, and will be directly connected with the Chicago office.

"Mr. Hodge, who takes charge of the Auxiliary with the next issue, has had a wide range of experience in newspaper making covering both the daily and weekly field. He has been connected with the company for a number of years, and is know to a vast number of editors and publishers in all sections of the United States. All of these will vouch that Mr. Gairing could not have left the publication in better or more capable hands. For some time Mr. Hodge was the manager of our Cleveland office, and after resigning from the position last summer he took charge of the Buffalo office for a short period following the resignation of Mr. Lee and until Mr. Herbert H. Fish, Jr., could be transferred to that point. In addition to the offices at Cleveland and Buffalo, he has been connected with the company's organizations at Chicago, Oklahoma City, New York, and for short periods at one or two other points.

"We are sure that every reader of the Auxiliary will wish Mr. Gairing the greatest possible success in the business field to which he has transferred, and will at the same time extend a welcoming hand to Mr. Hodge as the new editor."

WESTERN NEWSPAPER UNION.

215 STUDY JOURNALISM; 75 PER CENT INCREASE

With an enrollment of 215 students thus far, the four-year Course in Journalism at the University of Wisconsin is nearly 75 per cent larger than ever before. There are 375 students in the journalism classes this year, all of which are from 550 to 100 per cent larger than heretofore.

There are 95 freshmen journalism students, and 45 students have entered with advanced standing from other colleges and universities. Many former students in journalism who were in the army and navy during the war have returned to complete their course.

Among the other institutions from which students have come this year to study journalism at Wisconsin are the Universities of California, Illinois, Indiana, Kansas, Cornell, Columbia, Northwestern, Texas, Montana, Iowa State, and Dennison; and Wellesley, City of New York, Mt. Holyoke, Grinnell, Western College for Women, Lake Forest, Sweet Brier, Carleton, Michigan Agricultural, colleges; and Tsing Hua College, China.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

THE most remarkable distinction between man and the lower animals is not man's ability to think, as some believe, for, to a certain degree, animals very probably think, but the ability of self-expression; hence it logically follows that in the same measure that one becomes dexterous in this respect, the less he resembles the animal.

Intelligence reasonably precedes expression. And, whether or not we agree with the late Mrs. Eddy, that God is Mind, few of us will be inclined to deny that God is the source of all intelligence, and that in just the proportion that man becomes more intelligent does he likewise become more godlike.

To a limited extent, it must be conceded, the lower animals communicate with one another, and express emotions of extreme pain or pleasure, for instance, but their means of expression is so strikingly restricted that this may truly be said to represent the chief characteristic distinguishing mankind from the balance of animate creation.

Notwithstanding that man possesses this extraordinary gift, its cultivation is so sadly neglected among the masses generally, that for the average human being the very hardest thing to do is to fully, freely and clearly express himself.

So far is this a fact that it becomes extremely doubtful if anyone, even among the world's greatest authors and orators, has ever quite succeeded in telling to others half of that which he felt—even a half of that which stirred through his heart and mind.

How often have all of us who write conceived bright little ideas, simple enough to contemplate mentally, but how very difficult of expression we found them the moment we attempted to commit them to paper; and, when we had succeeded, after a fashion, what writer has been immune to that inner fear that readers may place a wrong construction upon his paragraphs? It is true that clear, concrete thinking is carried on in words, but often the language in which one thinks, I venture, is not that which looks best in print nor sounds best when spoken.

As intimated, few persons on any plane, and more especially among those within the humbler walks of life, make much of an effort to express themselves beyond the mere lines of necessity, being dumbly content if they succeed only in making known their simple wants.

In this respect, then, how far does the average man excel the creatures of the lower order? Do you not concede that even the marmot calculates to some extent just where and how he is going to gain his breakfast?

Expression, of course, is the direct result of thought, but it does not necessarily follow that all great thinkers are great expressors. One must naturally "think before he speaks," else that which he utters will prove mere irrelevance or incoherence, nevertheless, "I spoke before I thought!" is not an infrequent excuse for blunders of speech.

It is only the profound thinker who has anything worth while to say, but unfortunately those who insist upon having their say are not always profound thinkers. Nor is every great thinker able to tell the rest of us much of the glory of his thoughts. In short, a fine expressionist is always a fine thinker, but fine thinkers are not always fine expressionists.

To express onself, as I said, is among the most difficult of difficult achievements. It requires an abundance of careful training of various faculties, and this in turn calls for exercise of mind and that subtle and important thing known as will.

One of the chief essentials to be acquired by one who aspires to advance in the art of self-expression is an extensive vocabulary. Just as it was shown that the lower animals are limited in their expressive abilities by the lack of means, so also is the ordinary man.

How often all of us who ever attempt to write or address the public orally have burned with emotions that transcended our language. Such emotions are described as being too big for words, as a matter of fact, perhaps we simply lacked the proper vehicles necessary for expression.

It takes a long time for the average man to learn to express himself. He begins, forsooth, with his very initial inhalation of the breath of life, his lusty birth-wail—as if a protestation against being ushered into this cold old world—being generally a nevertheless welcome sound to those responsible for his advent.

Like the animal that he as yet truly is, in the ear-

lier stages of his career upon this vale of tears man's means of expression are extremely limited, so that about all he is capable of is to crow when pleased and cry out when in pain.

Like the lower animals, too, that which he learns first to express is his desire for food. And so on from that first step throughout life man continues to express his desires—the yearnings of his heart. The man whose heart is dead—the man whose soul has never stirred with great desires—ambitions—yearnings—will never make his mark in this world as a writer or an orator.

I have written thus so at length on this topic because I have thought that nothing could be of more interest to newspaper makers, particularly to newspaper writers, with whom self-expression ought to be an all-important study.

Frequently in those same columns of the NATIONAL PRINTER-JOURNALIST I have ardently advocated the maintenance of an editorial department in every home newspaper worthy of the name, and in this, I am flattered to note, eminent experts have agreed with me. The advantages are as evident, I think, as they are numerous, hence I shall not consume space enumerating them here.

In the average case I find that the principal reason why the editor does not maintain such a department is because he lacks the ability to express himself, which includes the faculty of generating thoughts worth expressing, of course. But I hold that this is a talent which can be acquired by any man with enough audacity to be the editor of a newspaper. Like all the blessings of life, if the desire for the possession of this ability is backed by a deep, persistent faith and intelligent effort toward attainment, it can and will be realized.

"A desire in the heart," says H. Emilie Cady, "is God's sure promise sent beforehand that it is yours already in the limitless realm of supply."

Briefly stated, those who would learn to express themselves with dexterity must first learn by persistent practice to think—to think into and all around a subject, clearly, emphatically, logically and conclusively—must learn to bore into a subject and thoroughly analyze it.

Next, they should acquire an adequate vocabulary, which can be done by study of the dictionary and by thoughtful, careful reading, instead of racing through printed pages or columns at a breakneck rate that does not permit of the cognizance of the words, the way the average man of today pretends to read his book or paper.

Verily, there is an education to be had in the ordinary dictionary, as those who have studied one faithfully can attest. One who wishes to extend his knowledge and use of words must ever be alert for new ones. And on each occasion when a new or unfamiliar word is encountered it should be written down and the dictionary consulted for verification of orthography, pronunciation and significance. Then on every opportunity that presents itself us this new word. Having done this five times, they say, the word becomes your own—meaning that you have incorporated it in your personal vocabulary.

In this way any man of ordinary intelligence can readily acquire a vocabulary sufficient for clear and forceful editorial expression.

* * *

J. P. O'Furey, editor and publisher of the Cedar County News, that very highly commendable home weekly emanating from Hartington, Neb., which I so very highly commended in these columns lately, recently issued a great twenty-four page edition of the News, evidently to herald the opening of the annual county fair, and I can freely attest it was one

Our Annual Fall Fashion Opening
of Coats, Suits, Furs and Millinery
Assumes the proportions of a Local Style Show. Your selection now puts you in a month ahead and our showing is exclusive. Fair visitors: Don't fail to inspect this wonderful display of stylish goods.
Coats and Dolmans
Fine Suits
Fine Furs
Quality Shoes
Fall and Winter Millinery
American Lady Corsets
THE FAIR STORE, Wingett Brothers
HARTINGTON
Proprietors

Exhibit No. 1

of the finest issues of a strictly modern newspaper with which I have met in a long while. Contents were superlative, print excellent, typography superb and every other point and feature remarkably well done. In Exhibit 1 I reproduce one of the hundreds of good and great displayed advertisements which appeared in this edition.

* * *

The same eminent degree of excellence and all-around neatness mechanically hitherto noted in the Hot Springs (S. D.) Star are still in evidence in later issues of that fine sheet which have come to my desk. I would like the first page of this sheet better, however, if the scheme of only three principal heads were changed to four of such heads, so that one might appear in each of the two outer column-tops, which would give better balance. I am delighted with both the contents of this specimen and with the impression secured. The able editorial department comes in for a deserved word of praise also. A. T. Johnson is publisher and the subscription price is correctly $2.00 per year.

* * *

All of the good features noted in the specimen reviewed in the paragraph immediately preceding this

one are also in evidence in the Minden Courier, another excellent Nebraska weekly for which I have been moved to write some pretty compliments in the course of past installments. This sheet has a very pleasing editorial page and advertisements correctly composed and as correctly made up. As a rule, the print is excellent, too. In Exhibit 2 I show an advertisement from this specimen's columns, which is a trifle crowded, perhaps, nevertheless cleverly handled in an exclusive type family.

* * *

Great writers have agreed that he in any calling who adds to humanity's cheerfulness has lived most usefully, hence I conclude that Editor H. E. Hogue of the Eaton (Colo.) Herald, is one of the most useful men in the calling, as not a single issue of the Herald ever comes out that the recipient thereof does not receive an addition or two to his daily allotment of that rare stuff known as cheerfulness. Take, for instance, this mere heading over one of the letters written back to the paper by Mrs. Hogue, who accompanied the N. E. A. editors on their tour of the Northwest: "Gee! The Missus Gets Pinched for Speeding!" Or these bits of wit from the editorial page by Mr. Hogue himself:

"An undertaker's salesroom might appropriately be termed a box office."

"Bad luck occasionally happens to be a good thing after it is over."

"In after years a courtship may be converted into a battle ship."

"Boundless enthusiasm is bound to be a rebound sooner or later."

"Few men are powerful enough to keep their faces closed."

Surely one would have to be absolutely devoid of humor, or suffering from one of the worst cases of dumps on record, not to get a smile out of stuff like that! And, the best of it is, this point of humorous editorial matter is not the only feature in which the Herald excels. It carries an excellent news service beside and is conducive to smiles of pleasure in its mechanical excellence.

* * *

The Wasta (S. D.) Gazette, "the live newspaper on the Cheyenne," to quote its own word for it, by Fred W. Gluck, is one of these struggling little five-column quartos with ready-printed interior pages and so many, many advertisements and legal notices that it is positively necessary that they should run over to two or three columns of the front page. Above I have accredited the sheet to Mr. Gluck as proprietor, which high offices he attained last August 1, having purchased the Gazette from Congressman H. L. Gandy, who for ten years had manipulated the editorial helm. The Gazette needs enlargement to enable an accommodation of the liberal advertising patronage and still maintain pretensions of news-giving.

* * *

Man's memory is too often fickle, but if mine serves me right now, not long ago I offered some thing resembling a castigation to the Hennepin County Rural Messenger of St. Louis Park, Minn., on account of its mechanical make-up; but here (Exhibit 3, I have a copy of that same publication in which the makeup is strictly "according to Hoyle" and prac-

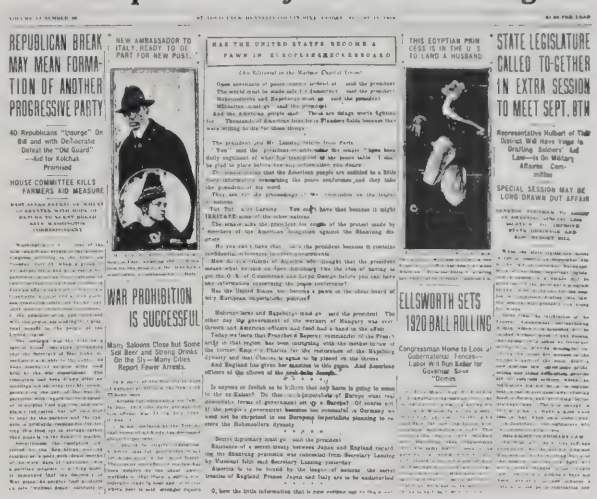

Hennepin County Rural Messenger
REPUBLICAN BREAK MAY MEAN FORMATION OF ANOTHER PROGRESSIVE PARTY
NEW AMBASSADOR TO ITALY READY TO DO PART FOR NEW POST.
WAR PROHIBITION IS SUCCESSFUL
ELLSWORTH SETS 1920 BALL ROLLING
STATE LEGISLATURE CALLED TO-GETHER IN EXTRA SESSION TO MEET SEPT. 9TH

Exhibit No. 3

tically everything else of such a high grade that little complaint may be offered. It is still possible, however, to improve heads like those two which occupy deep positions in the second and fifth columns by exercising greater care in their writing and setting, so that both of the two main lines will be of equal length and the pyramids both of an equal number of lines, at least.

* * *

Most all of us who are interested in good country newspapers have heard more or less about the Montevideo (Minn.) News, and here is what may be my first copy of that model home weekly, although I am not sure that I have reviewed it before. A most perfect sheet is the News—perfect in contents, in its thorough news-service, its editorial columns, its excellent print, artistic typography and correct makeup. Exhibit 4 shows the first page, with its chaste style and uniformity, while in Exhibit 5 one of the delightfully correct inner pages, exemplifying so handsomely the "triangular" method of makeup, and in Exhibts 6 and 7 two of the artistic advertisements are shown. These exhibits will verify the statement that here is a paper whose makers are experts in all branches of the calling. The Merchants' Association of Montevidio use the pages of the News extensively in promulgating information concerning their Gala Sales Days, and the issue before me is one of those in which the Association announces such an event Besides many individual advertisements of liberal

Bargain Day Number

MONTEVIDEO NEWS

Sixteen Pages

Continuing THE LEADER, THE COMMERCIAL and THE ADVANCE

VOLUME 43 MONTEVIDEO, CHIPPEWA COUNTY, MINNESOTA, THURSDAY, MAY 1 1919 NUMBER 5

BUILDING BOOM STARTS IN MONTE

SMITH'S ADDITION TAKES NEW SPURT IN 1919 ORIGINAL CHIPPEWA CITY

CHURCH PROPERTY SOLD

THE BOSS'S BRIDE MADE A BIG HIT

HIGH SCHOOL ANNUAL EVENT ATTRACTS MANY PEOPLE. OPERETTA WELL STAGED.

GAY MUSICAL NUMBERS

SOLDIERS TO HAVE BIG TIME JULY 4TH

CHAUTAUQUA IS COMING

BIRDMAN SOARS OVER MONTEVIDEO IN FLIGHT

TWO BIG TROOP TRAINS PASS THROUGH MONTE

A PROMINENT SOCIAL WORKER SPEAKS HERE

Monte to Clarkfield State Road Assured

Prepare a Slogan for City of Montevideo

Sometimes Delays Are Disappointing

Thanks to People of the County

Exhibit No. 4

PERSONALS

WEEKLY NEWS

10% Off on All Trimmed Hats

LOT 1—
From $7.50 to $10.50 for..... $5.75

LOT 2—
From $6.00 to $7.50 for..... $3.75

WILKIN'S MILLINERY

Dear Housewife:

We have taken this means of writing you in the hope that you will be willing to try our Breakfast Foods, believing that you are about as apt to get the best in quality for the least money. Our primary ambition is that the price of flour will go higher. Consequently, we have laid in a large stock of flour manufactured. Have you tried a sack lately? If not, you are not using the best flour on the market. We have a flour manufactured especially for pastry, and also one for bread. We have both advertised extensively in this paper. If you are not satisfied bring the pats of the sack to us and we will give you your money back without question.

Most every family eats breakfast food. There are a large number of such on the market but we always recommend MONTEOTA Breakfast Food. We like it better than any other at our house, and it costs only about half as much as any other wheat breakfast food. We sell it to you in good packages for 35¢ and a five pound package for 60¢.

Our Graham Flour and Whole Wheat Brand is becoming quite widely used because it is the best and cheapest at a great further. Beginning with Sales Day we will sell a regular 5 lb. can for 80¢ and will continue to do this until May 17th.

For real satisfaction we wish to call your attention to our Sales Day bargains. Besides the big discount on Sales Day we are offering

1 lb Choice Dried Peaches	22½¢
2½ lbs Ivo Choice Dried Peaches, per lb	20½¢
1 lb regular 65c Hershey Cocoa	55c
Regular 15c package Rosema	10c
10 Lb. oil Sardines	10c
[illegible]	10c
[illegible]	25c
[illegible]	5c

R. A. Brown, Montevideo News
It will help us a great deal.

YOUR GROCER

R. A. BROWN

PHONE NO- WE DELIVER

Some of the Advanced Styles of Spring

This Spring's Hats Include Many Becoming Creations. Come in and see what we have in store for you.

10% Discount On Bargain Day

Mohr's Elite Millinery

New Spring and Summer Goods

STYLE and QUALITY

We are very enthusiastic over the new Spring and Summer Goods we have recently received and more that are to follow. You will be, too, when you see them.

Just when all these nifty things are in order for the wardrobe preparation for the summer, we invite you to revel in this full assortment.

Dress Goods

Silks Silks Silks

Many new Dresses, Waists, Skirts and other Silken Garments to be made are easily selected here.

FOULARD SILKS—A fine grade in all the best spring shades and newest patterns. Prices are $2.00 $2.25 and $2.50.

WASH SATIN and TUB SILKS—Fine quality, in the right weight for Waists and Men's Shirts, at $1.50, $2.00 and $2.50.

TAFFETAS and SATINS in all shades.

WOMEN'S DRESSES—All new spring styles. Taffetas and Serges in plain and novelty materials. Priced at $15.00 $18.50 and $25.00.

Voiles and Organdies

Fine Voiles and Organdies for the "sweet girl graduate," at 59¢, 75¢, $1.00 and $1.50 per yard.

Neckwear

Collars, Vestees in Organdie and Silks. The latest styles are represented. Prices $1.00 to $5.00.

Women's White Shoes

High and low cuts, good quality, White Canvas. High and low heels, lace shoes and lace oxfords, from $3.50 to $5.00.

Children's Dresses

Field Gingham trimmed in plain colors, Blue or White. Just the right thing for School Dresses.

LARSON'S

Montevideo Minnesota

BLINDNESS CAUSED BY WEARING GLASSES THAT DO NOT AND NEVER WILL FIT.

Headaches, sore eyes, granulated lids, cataract blindness, weak watery eyes, and nervous disorders are local exhibits of eye strain, which all disappear after the strain has been removed. If your eyes need attention they need the best that science can give. CONSULT

DR. J. C. LEPLER, EYE SPECIALIST, AND NEUROLOGIST MONTEVIDEO, MAY 6

Office at Riverside Hotel Come Early

Exhibit No. 5

THE THREE BIG M'S

May Merchandise Movement

GATES At THE QUALITY STORE GATES

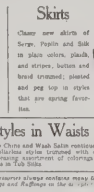
RIGHT now women are finding in this reliable establishment the means of not only purchasing attractive and favored newest fashions in Dresses, Suits, Coats, Furnishings and Personal Accessories, but of correctly forming themselves on all matters pertaining to the new season's styles. We very cordially invite you to visit and use this store and its facilities for the same purposes. There's but one way of proving our ability to help you and that is to test our perfect service and quality merchandise.

Dresses

Charmingly created Dresses in a wide variety of newest models. Made of Taffeta, Crepe de Chine, Satin, Georgette Crepe and Combinations of these materials in tailor-fashioned and trimmed with braiding, beads and touches of little bulbs that give them a very chic and individual style.

Suits

A smart collection of the best style numbers chosen by our buyers from a number of the leading makes of suits. Only neat in shades, styles and also trimmings.



Skirts

Classy new skirts of Serge, Poplin and Silk in plain colors, plaids and stripes, button and braid trimmed; pleated and peg top in styles that are spring favorites.

Coats, Dolmans, Capes

Our line of coats and wraps embraces all that is new in the season's approved styles. Choice numbers created by several leading New York houses, best of materials tailored and trimmed in pleasing individuality in Poplin, Serge, Cabardine, and novelty fur fabrics and chiffons.

Distinctive Styles in Waists

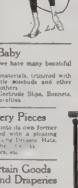
Silk Waists of Georgette, Crepe de China and Wash Satin continue to be very popular. Beautiful tailored and collarless styles trimmed with embroidery and lace. Our stocks in a pleasing assortment of colorings and styles that are distinctive. Some new arrivals in Voile Waists.

Our stock of up-to-date Dress Accessories always contains many things of interest. New Collars, Vestees, Flouncings and Ruffings in the in-style, individual styles.

Kid and Fabric Gloves in all the better shades. Handbags and Purses

Children's Dresses

Children's Gingham Dresses in plain colors in all sizes from two to fourteen years. Handsome little dresses made of a good quality of material—smocked, embroidered and trimmed—in a wide range of captivating styles so nicely made and finished that you will enjoy an inspection of them. Prices surprisingly low, considering the present cost of materials and labor.



Specials for Sales Day At GATES

Petticoats, fancy and plain	89c
Camisoles, Silk and Filet	49c
Ladies' Initial Handkerchiefs	10c
Ladies' Hose, broken lots, Black and White, 35c and 40c values for	29c
$1.85 Silk Gingham	$1.39
Percale, good quality, yard wide	17c
Silk Waists, Georgette, one lot	$2.98
All Aprons at	20% Off

FOR QUILTING

Cotton Challies, yard wide	15c
All Cotton Batts at	20% Off

REMEMBER, a surprise for every little girl who visits our store on Sales Day, May 7th.

Hosiery

Our Hosiery line is complete from little socks to stockings. Cotton Lisle and Silk in all the wanted shades. Load stocks of well known brands of Hosiery.

Spring Wash Fabrics

The assortments of materials, colors, color-effects and patterns are large and will offer you a number of suggestions for gowns for the season. Another "Some sister" Voiles, Lawns, Batistes and Tissues in a pleasing variety. Splendid assortments of patterns in Ginghams of the better quality. White Goods in a large variety of textures and weights.

Undermuslins

You can usually supply your Lingerie requirements from our stocks of dainty Undermuslins.

Corset Covers, Nightgowns, Petticoats, Envelope Chemise and Drawers, beautifully trimmed and stitched

Silk Camisoles, Envelopes Bloomers, Nightgowns, smartly embellished with embroidery and lace

Silks Silks Silks

Silks are always good for every kind of dress and frock and during the spring and summer season they can be worn with the most comfort and pleasure. Complete stocks of Taffetas, Messalines, Georgette Satins, Crepe de Chines in all the wanted plain colors. Many Fancy Silks in Plaids and Stripes to choose from. Beautiful patterns in Foulards.

Stamped Embroidery Pieces

Embroidery is again coming into its own former popularity and we are prepared with a pleasing assortment of stamped pieces including Waists, Bonnets and Underwear.

Curtain Goods and Draperies

Plain Marquisette in White and Ecru, embroidered Marquisette, Fine Nets in White and Ecru, Scrim in white and ecru, Cretonnes and over-drapings, Silkoline in many colors and patterns.

Let MUNSINGWEAR cover you with satisfaction. We have it for Ladies and Children.

GOSSARD Corsets

The name Gossard on the inside of your corset is a guarantee of corset perfect health and stylish effectiveness. Insure yourself of a correct figure by using the Gossard. Sold here only.

A GOOD PLACE TO TRADE SALES DAY AND EVERY DAY

OPEN UNTIL 10 P. M. ON SALES DAY, MAY 7th

E. F. GATES

A GOOD PLACE TO TRADE MONTEVIDEO, MINN

A SURPRISE FOR EVERY LITTLE GIRL VISITING OUR STORE ON SALES DAY

Exhibit No. 6

Bargain Day May 7th — *Boys' Day Here*

Boys' clothes you will be proud of

Your boy will like them as much as you do; they are the smart style and snap he wants, and the enduring quality you want.

Suits, Overcoats, Juvenile Outfits that have a different look; made to give better wear and more value for the money.

All the favored models—Welt Waist, Norfolk Military Types, Suits designed to help the boy stand erect.

Special discount on everything a boy wears Bargain Day, May 7.

10% Discount on

BOYS' SUITS
BOYS' OVERCOATS
BOYS' KNEE PANTS
BOYS' SHOES
BOYS' HATS
BOYS' CAPS
BOYS' SHIRTS
BOYS' BLOUSES
BOYS' UNDERWEAR
BOYS' STOCKINGS
BOYS' WASH SUITS
BOYS' OVERALLS
BOYS' PLAY SUITS
BOYS' UNIONALLS
BOYS' JERSEY SWEATERS

EXTRA SPECIAL

1 Lot of about 25 Suits, all Young Men's Models, carried-over stock; sizes 30 to 36; values from $15.00 to $20.00 at—

$10.00

BARGAIN DAY

This is Boys' Day at our store and our attentions will be centered on them and their needs.

Bring the boys in—we have something for them.

Calmenson-Clothing Co.

MONTEVIDEO - ABERDEEN - WATERTOWN

Exhibit No. 7

size, two full pages of the second section are used presumably by various members of the Association. Withal, the Montevideo News is one of the very best home weeklies it has ever been my privilege to inspect. Ludwig I. Roe is president of the corporation, with Harry M. Case managing editor. Subscription price to folks within local territory is $1.50; to those outside $2.00, and $2.50 for Canadian subscriptions. Not a cent too much, I should say, for such a fine home news-paper.

* * *

I have here a rather ancient copy of the Maury Democrat of Columbia, Tenn., saved over from the time of my last review for further comment. Doubtless on that former occasion I covered the glaring typographical and mechanical defects, such as the opening of each column top with double-deck heads, which, lacking contrast, therefore results in dull monotony; the unequalness in the length of the various main lines in the drop-line headings, as well as variance in size and shape of pyramids, and the topsy-turvy method of advertisement arrangement, hence for the present I shall confine myself more particularly to other features. A careful scrutiny of this specimen reveals its contents to be high class, with editorial work performed in an intelligent manner; but how much more readily would these virtues become apparent, if the first-page makeup were of a symmetrical style and other pages were made up according to the ideal "triangular" system, which embraces placing all advertisements on the right-hand side of the page, the largest one in the extreme lower corner and the others around it in a system of gradation. The result is a division of the page, as if a line were drawn from the upper right-hand corner to the lower left-hand corner, and the column-tops are reserved for reading matter. The conclusion that advertisements will be read more quickly or surely if placed as islands in a sea of reading matter, as seems to be the rule in this paper, is not only erroneous but even contrary to human nature. Plainly a subscriber buys a newspaper expressly for the news and the newspaper-maker who presents the news in his paper in a manner most easily accessible to his readers is the man who has caught the true meaning of the word "service." News matter cut up by the insertion of advertisements is hard to get at, and the interruption resulting from such a form of makeup is more or less annoying and irritating to the reader. On the other hand, when the paper is properly made up, having absorbed the "pure reading matter" first, the reader is then in a frame of mind favorable to a perusal of the advertisements. As a contemporary writer says, in touching this subject, "You can club the people into doing some things, but in this matter of inducing them to read advertisements, you must be more diplomatic."

Once again I have the happy privilege of inspecting a delightful special edition of the Bloomsburg (Pa.) Morning Press, the first page of which I exhibit herewith as No. 8. However, this is not the regular annual fair-time edition of the Press, which I have grown to expect along about this time of year, but a "Peace Jubilee" number, as the specimen page shown will suggest. As usual the forty-eight page edition is a volume of excellence, with countless well-written news and feature stories, attractively headed and illustrated, and such an array of advertising as was seldom gathered into a single newspaper. The print is good, if not somewhat better, than that secured on the great metropolitan dailies, and the typography exceptionally neat and artistic. In Exhibit 9 I present one of the many fine full-page ad-

THE MORNING PRESS.

BLOOMSBURG WELCOMES COLUMBIA COUNTY SOLDIERS AND SAILORS TO ITS PEACE JUBILEE AUGUST 8, 9, 1919

PRESIDENT WILL DEAL WITH LABOR AND COST LIVING

LABOR MAY REVOLT IN A SHORT TIME

6,000 PEOPLE ATTEND OUTING POMONA GRANGE

ROUMANIANS ACTED AGAINST ORDERS

PEACE JUBILEE PROGRAM

Exhibit No. 8

vertisements, showing the advantage of simplicity of both type and design and the strength possible by the use of subdued type-faces and borders interspersed with deep margins and masses of white space. The foremost judges of advertising today, I believe, contend that it is not necessary that newspaper advertisements be set in bold materials, and this example certainly proves the contention. Of course, while all of the displayed matter in this fine big edition of the Press is exceptionally well done, the same subdued effect as that seen in the specimen shown is not in evidence in every instance, and particularly is this true of borders, for this sheet is strong on ornamen-

tal borders in unusual variety. Personally I prefer plain rule borders of not too heavy a face—say nothing heavier than six-point for the page and quarter-page spaces and nothing heavier than four-point rule for the smaller spaces. Rules used thus exclusively throughout a paper give the same harmonious effect which every artist printer seeks and which is attained

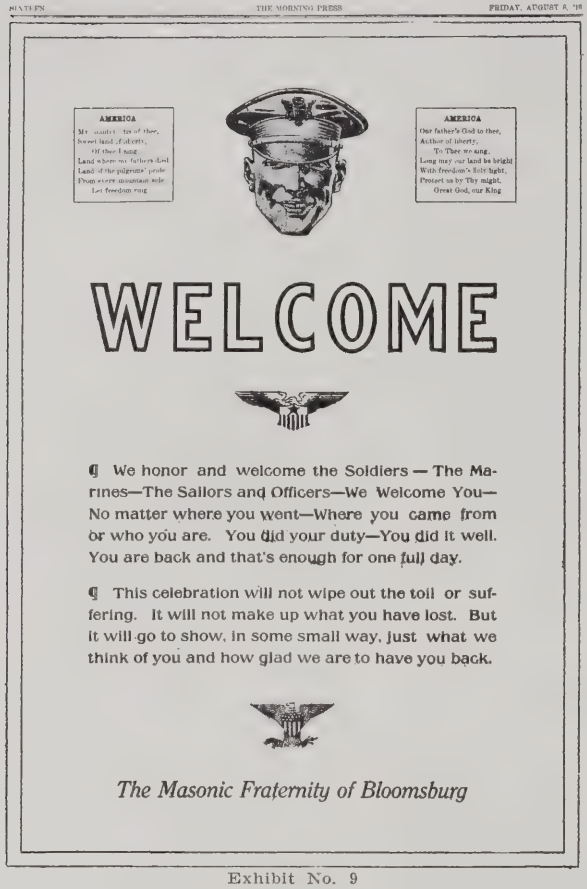

AMERICA
AMERICA
Our father's God to thee,
Author of liberty,
To Thee we sing.
Long may our land be bright
With freedom's holy light,
Protect us by Thy might,
Great God, our King
WELCOME
¶ We honor and welcome the Soldiers — The Marines—The Sailors and Officers—We Welcome You—No matter where you went—Where you came from or who you are. You did your duty—You did it well. You are back and that's enough for one full day.
¶ This celebration will not wipe out the toil or suffering. It will not make up what you have lost. But it will go to show, in some small way, just what we think of you and how glad we are to have you back.
The Masonic Fraternity of Bloomsburg

Exhibit No. 9

by the employment in types of a single family. Returning to the contents of this mammoth edition, one grows weary at the thought of the immense amount of work required in the gathering of data, writing and embellishing, not to mention the mechanical work of composition, makeup, etc. And I can freely attest that every story is handled with inspiration and ability. I marvel, however, that I have been unable to locate a department of editorials.

What should come beaming into my sanctum today but a copy of my old-time friend's Wood River (Neb.) Sunbeam by W. W. Maltman. It is a very good six-column quarto home weekly on ready-prints, with a creditable array of contents and all nicely printed. Beside the news features an editorial department is maintained in which the editor expresses himself politically and otherwise. In spite of their rather artistic treatment, I shall, of course, have to object to the two displayed quarter-page advertisements on the first page. With equal dislike do I view the improper makeup of other pages of this paper. The triangular method should by all means be adopted, even though the crowded condition of the advertising columns does not permit of the elimination of the aforesaid couple of quarter-page advertisements on the first page. The advertisements are generally set in too large type, the effect being one of crowdedness; and frequently, too, the measure is too wide. A good advertisement compositor keeps the size of his type down and thus gains opportunity for shorter measures, resulting in blocks or masses of type surrounded by deep margins of white, which by contrast, throw the type masses out in better relief, as it were. The best advertisement in this paper is that of Sherrerd's on the first page, but it is entirely overdone with rule work. Let the compositor study this specimen a moment and see if it wouldn't have been better to have omitted the bold double rules at top and bottom, as well as that lighter one just preceding the last mass within the panel. .Of course, following these suggestions, the inner panel would have been longer, and the signature letter-spaced to full measure.

* * *

I hope the Sidney (Ohio) News has improved since the issues before me here were printed, for in these, which are almost a year old, there are many deplorable features. It is one of those smaller-town dailies, which as a class, I regret to say are doubtless the poorest in newspaperdom. However, as I often remarked before, there is little excuse for such a condition. Such newspapers, I am aware, are sometimes handicapped for material, and more often for time, but by systematizing one's work and proper management, it is possible to get the editions out on time without the customary strenuous rush, and in the matter of economy of time, work well done doesn't cost more than work poorly done. The first page of the Sidney News is made up of displayed advertisements and dated plate, the former being decidedly low grade in quality of composition and the latter sometimes lacking as much as a half inch of filling the column. Perhaps this sheet suffers worst of all in respect of mechanical makeup, for the arrangement of matter is of the sort that makes the pages about as unsightly as pages can be made, with the advertisements scattered here and there and everything mixed up in haphazard, medley style. Much of the material is in poor condition and as a general thing the print is poor, too. With a neat, attractive first page, a little brushing up in the ad-alley, and correction of the makeup of other pages, this would not be a bad little daily.

ADVERTISING

We may live without poetry, music and art;
We may live without conscience and live without heart;
We may live without friends and live without fads,
But business today cannot live without ads.
—The Thompsonville Press, Thompsonville, Conn.

THE SMALL PRINTER COMING INTO HIS OWN

By Alfred R. Gardner, Chicago

IF we are to believe all of the stuff that is being said and written concerning the various woes of the poor printer and the wonderful cure-alls which each new expert has discovered for these various ills, it is little short of marvelous that most of us have kept out of the Adam and Eve class so long.

The close of the war has left a highly developed variety of barnacle without anything to stick to and no doubt many of them are headed our way. Printers as a class are known as easy-money-fellows whose spinal cords have developed a knot in the middle instead of the upper and say that we have no business ability, that there are no millionaries in the trade, and a lot of other things to make us feel that we are out of harmony with the present order of affairs. No doubt some of their ideas are good and we ought to profit from them, at least to the extent of keeping that little of the filthy stuff we have.

The writer has just finished reading a lecture by one of the "great captains of industry" in which the speaker came off with colors flying. He was speaking on modern business organization, and the gist of his thought was that men fail in business because they are fools, but one thought in the lecture struck the writer as being remarkably pertinent for a talk on this subject. He said in effect that to be a successful executive in the modern sense you should "Avoid detail work of any character and not do anything yourself which should be done by others."

This is a great thought and one you should remember. I like it for its frank and open character. The average printer would not have to study long to find where the speaker's spinal cord was tied—he saves us all that trouble. And think of what a beautiful place this world will be to live in were we all elevated to this high standard of modern business efficiency. And be careful to remember it the next time one of them asks you to bid on a few hundred postal cards or a job for one of his pet organizations.

This is to be the day of the small printer—by this we do not mean the one-man shop possibly, but the shop employing but a few men—twenty-five or fifty at the most—where overhead is low and efficiency can be kept at a maxium. The present high wages and the prospect that they will go still higher makes it impossible for the larger plants to produce work at a saleable price unless they are managed by thoroughly practical men, and this few of them possess. The ability of impractical men to obtain salaries and dividends from any business is dependent upon cheap help and this is gone.

The practical man with a small or medium-size shop which he manages himself can produce work at a price which no large organization can meet and at the same time will, if he is careful, secure for himself a larger percentage of profit He can also produce better work, if he will make the effort, than it is possible to get in the larger shops on the average.

* * *

Lovers of good printing will find pleasure and profit in examining "Warren's Paper Buyers Guide," a book of over one hundred pages issued by S. D. Warren Company, Boston. It is a thoroughly practical demonstration of what can be done on Warren papers and also shows the excellent work of the printer and engraver. Illustrations, both in monotone and color have been lavishly used and present the processes and technic best suited to the subjects and stock. The book is substantially bound and no doubt will find a place in many collections of fine printing. The data given regarding screens and inks is of especial importance to printers who do not make a specialty of this class of work.

* * *

Consistency seems to be lacking in the makeup of some printers and artists. Recently we received a nice calendar showing one of the most beautiful farm views you have ever seen lying just to the east of Michigan Boulevard, Chicago. Anyway, it's a good job of printing and designing and probably most people would be glad to forget the smoke and railroad yards which ordinarily greet the visitor to this well known street.

ANNUAL NEWSPAPER INSTITUTE TO BE HELD

The Annual Newspaper Institute held by the School of Journalism, University of Washington, Seattle, and the Washington State Press Association, will occur January 15, 16 and 17, 1920.

The Institute will be called "The Newspaper," and the discussions will cover different portions of a newspaper somewhat as follows:

Thursday Afternoon—The Front Page.

Friday Morning—The Local Page.

Friday Afternoon—The Editorial Page.

Saturday Morning—The "Ledger" Page, including Advertising and All Problems of Income and Outgo.

Saturday Afternoon—The Woman's Page, including Features.

One or two speakers to cover the larger problems of each half day session, and many others to develop single issues under these, is the plan of the committtee in arranging the program.

This winter session is always the business meeting of Washington newspaper workers, but, as heretofore, the evenings of the Institute will be devoted to a smoker, an executive session and a banquet. For the women there will be a theatre party and a special event in their honor by college women who major in journalism.

An attendance of over two hundred is anticipated.

WASHINGTON STATE PRESS ASSOCIATION,
N. Russell Hill, Secretary, Davenport, Wash.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

Established in 1883 as "The Printer and Publisher"

Published Monthly by The Ravenswood Press
4610-18 Ravenswood Avenue, Chicago, Illinois

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN S. HERBERT - - - - Managing Editor
WILLIAM E. HERBERT - - - - - Business Manager
E. GEORGE ERTMAN - - - - Special Representative

Official Paper of the National Editorial Association
Member National Editorial Association, United Typothetae of America, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, ILLINOIS, NOVEMBER, 1919

The enforced exercise of economy in the use of print paper by the large metropolitan papers, several of which have their own mills, brings more clearly into view the perilous situation which now confronts the smaller papers, whose dependence is entirely upon jobbers or manufacturers who sell to the best market.

Those who have not already heeded repeated warnings of the trade press may now find great difficulty in securing a supply at any price possible for them to pay.

It is predicted that print paper will reach 8c a pound and in many places it will be obtained with the same or greater difficulty than housewives have had in getting sugar. Not a sweet prospect to be sure.

Where publishers have been fortunate in making arrangements to buy stock they will do well to exercise strictest economy in its consumption.

* * *

The New York printers' strike has taught the industry a lesson which every employing printer will heed. The unscrupulous demands made by the local labor organization officials, who have been encouraged in their autocratic exercise of power, demonstrate their unfitness and incompetency.

The perils that confront every master-printer are numerous enough, at best, but when his employes, through their agents, are permitted to dictate how long they shall work, as well as how little they shall do, the ensuing confusion and uncertainty render good business management utterly impossible.

This species of autocracy is as unsafe as that which the boys in khaki fought to overthrow, and certainly has no place in a land where freedom is supposed to be universal.

The action of the outlawed printers has irreparably injured the industry in New York. It is a warning as to what may be expected in any other city when blindly selfish leaders are permitted to wantonly exercise authority.

There has been no better illustration offered the industry of the need of employers uniting upon policies which have for their purpose the recognition of a standard program of safety and sanity not only with respect to the treatment of employes but to other problems which are of common concern.

The fact that the employes of the industry are so strongly organized to secure what they consider are their rights, is ample reason for employers to adopt similar tactics but the engaging in industrial warfare should not follow as a result. Rather should there develop a common desire to see that a peaceful, orderly relationship shall come into vogue and that no one's rights or privileges shall be ruthlessly trampled under foot.

* * *

Out of North Dakota has come a prophet whose teachings concerning the value of newspaper advertising are comparable to those which issued from the lips of Him of whom it was said in ancient times, "Can any good thing come out of Nazareth?" Mr. F. P. Mann, President of the North Dakota Retail Merchants' Association has no relation with the Non-Partisan League. He is going about the country preaching good tidings which are bringing great joy to local merchants as well as local newspaper publishers.

Extracts from Mr. Mann's address before the Inland Daily Press Association appear elsewhere in this edition and those who wish further light upon the subject of advertising are advised to read the article.

The National Printer-Journalist has long appreciated the situation and for years has been printing suggestions and inspirational literature upon the subject.

Only recently a series of six articles by Mr. H. E. Miles has appeared in these pages, urging the value of newspaper space and of the great need on the part of the local publishers of persistently yet patiently, forcing business men and merchants to recognize certain relatively important facts directly connected with the success of their business and with that of their local newspapers.

Of this series of articles, Mr. Mann says: "The articles are very good, indeed. It is just this kind of work that is greatly needed. The newspapermen and advertising solicitors do not understand what is necessary to make advertisements profitable for the dealers. I have visited a great many newspaper offices, as well as advertising agency offices, both in the smaller cities and larger ones, such as Chicago, and find that not a great many of them grasp the idea as your writer has expressed it."

When editors of local newspapers stop running around in circles and become managers of their enterprises and salesmen of their product, they will enter the class of money-makers, whose membership is rapidly growing by the acquisition of recruits from nearly every other profession and industry.

WITH THE NEWSPAPERS

THE Maury Democrat of Columbia, Tennessee, issued a big "Home-Coming" edition October 16th, which reflects most creditably the ability of the publishers as well as the enterprise of the city and county.

Twenty-eight pages, filled with advertising and a generous complement of news and special articles, make this edition of the Maury Democrat a compendium of information and inspiration which doubtless enhances its value for publicity purposes a hundred fold.

The fact that 15,000 people were expected to participate in the celebration on October 22nd meant for the people of the thriving Tennessee city much more than a gathering ten times that number in a crowded metropolis like Chicago.

Historical sketches of Battery "F" 114th Field Artillery, Maury Red Cross, are leading features of this great patriotic issue.

A number of full-page and half-page advertisements testify as to the value placed upon space in the local newspaper by the banks, merchants and commercial houses.

It is scarcely possible to conceive how a paper like the Maury Democrat can be produced at $1.00 a year, but Messrs. Lynch and E. C. Perry have done so many things successfully that they seem to be able to accomplish the impossible.

If the people of Maury County, Tennessee, only knew it, they are getting a $3.00 paper for one-third the amount that ought to be required of them, if value is the criterion.

* * *

The St. Peter Free Press of St. Peter, Minn., is in new hands. Weisberger Brothers, the publishers, announced a conservative editorial policy in the issue of September 6th. They certainly are to be congratulated for producing a most interesting and attractive newspaper. A feature worthy of particular note is the combination of a number of smaller advertisements in full-page space. Necessity may have compelled the arrangement of the ads in this manner in order to get all of the matter into twelve pages. The mother of invention, in this instance, has shown a decided trait of artistry, because of which the advertisers will doubtless all be satisfied.

* * *

The Weekly Press of Christchurch, New Zealand, issued a Peace Celebration edition which equals in its attractive features the annual Christmas edition of this paper which has won world-wide recognition.

Christchurch is thousands of miles from the great White Way, but the use of electricity in lighting buildings and arches, as reproduced by the half-tone process in one of the pages of the remarkable edition, demonstrates that even New York will have to look to its laurels.

In the triumphal procession, in which thousands of men, and women participated, were beautiful and elaborate floats, automobiles decorated with flowers in designs of singular beauty and attractiveness.

Eight thousand children are pictured, all assembled in one square. One view shows them waving the Stars and Stripes as they sang, "The Red, White and Blue."

If readers of the National Printer-Journalist would like to see this edition of the Christchurch Press they may do so rotatively by sending 20c in stamps to cover postage.

In passing, it is noted that a New Zealand newspaper man, Mr. George Fenwick, managing director of the Otago Daily Times, was recently knighted by King George. Sir George Fenwick was chairman of the New Zealand Press Delegation which visited Great Britain and the Western Front last year.

Mr. P. Selig, president of the Newspaper Proprietors' Association of New Zealand, telegraphed to Sir George Fenwick recently, as follows: "On behalf of newspapers of the Dominion, I congratulate you heartily on well-earned distinction conferred upon you by his Majesty. May I add my personal felicitations, and say that it is a worthy recognition of one of the great leaders of the Press of New Zealand."

Sir George Fenwick replied as follows to Mr. Selig: "Your wire on behalf Press of New Zealand has given great pleasure, and I sincerely appreciate your kind felicitations on their behalf, and of your own personal congratulations."

* * *

The Edina Sentinel of Edina, Knox County, Missouri, is one of the progressive newspapers in which Dean Walter Williams and the School of Journalism wield such a power for nation-wide and world-wide good. This paper itself by its splendid example of surpassingly strong ability, upholding what is clean and wholesome is doubtless a force that others are trying to emulate. As an exemplar of good typography the Sentinel has few superiors. It has been "on duty" for Knox County for more than fifty years.

Schofield Brothers are the publishers.

* * *

The Daily Democrat-Forum of Maryville, Mo., of October 15th, contains a double page spread of the Maryville Advertising Club,—a coöperative plan in which no merchant is mentioned but all are benefited.

* * *

The Thompsonville Press of Thompsonville, Connecticut, is a decidedly "live" newspaper and its resourceful editor, Mr. O. S. Freeman, is deserving of the classification of "a live wire." Mr. Freeman does his own thinking and has the ability of thinking "straight" when so many men seem to be acquiring the propensity for allowing their thought streams to follow dangerous channels.

Admiration is freely admitted for an editorial in the issue of the Press for October 23rd, containing the sentence: "Persons who claim to be in a position to know, however, claim that sugar is being held in anticipation of being able to obtain a higher price for it three months from now. It certainly seems strange that the great American nation has not the strength in its legislative halls and courts of justice to check-mate the profiteers in this and other essential foodstuffs."

* * *

The Advocate of Evansville, Ind., "a paper for union men," is a six-column publication filled with business announcements and articles that must bring a lucrative return. A marked copy contains a halftone of Mr. E. L. L. McNulty of the Advocates organization and a humorous reference to his resemblance of President Woodrow Wilson.

"Welcome Home" editions, "Peace Celebration" editions and other attempts to fittingly commemorate the termination of the war and the return of hero-participants, have come to the office of the National Printer-Journalist from England, New Zealand and from various sections of America, but none of them compare in size nor impressiveness with the "Welcome Home Edition" of the Leader-Courier of Kingman County, Kansas, the State which Senator-Publisher Capper is making famous.

The issue referred to contained 132 six-columned, neatly-printed pages, announcing "free shows, airplane flights, band concerts, addresses, platform dancing, baseball and free lodging for Kingman County soldiers."

Double-page spreads, great full-page advertisements, scores of "write-ups" and a host of variously sized announcements made the undertaking a profitable venture, making well worth while the expenditure of weeks of effort and an outlay of money which would frighten many publishers of the Sunflower State.

The edition was arranged in sections: "News Section"; "Memorial Section"; "Victory Section"; "Good Roads Section," etc., as well as sections for large merchants and those for adjoining towns. The "Victory Section" contained forty pages.

The Bonnet-Brown art service of Chicago was requisitioned for many of the artistic depictions of patriotic sentiment which ornament the pages of this remarkable patriotic production. These special designs graphically illustrate the fervor and enthusiasm with which all Americans entered the war and carried it to a successful termination, citizenry and soldiery alike.

The Leader-Courier was established in 1878 and is published by Ed A. Palmer's Sons and John McKenna. Of this special edition Mr. A. Palmer says:

"This paper will be sent all over the United States and to foreign countries. The Kingman Mills has purchased three hundred copies to be sent to its customers all over the world. Other firms have ordered large quantities of copies and will circulate them thoroughout the United States. Thus Kingman County will be advertised extensively, and the advertisers themselves—who made it possible—will be counted as the men of Kingman County who stand ready to boost their communities with cash—the acid test of civic pride.

"Some advertisements we had to turn down because they were so large. Some because they were too small. But every merchant in Kingman and most of them in Kingman County was given a chance to boost his own business and his own community and it is not our fault if he is not listed in this big paper.

"We are sorry we did not print enough papers to supply the demand. In most other towns where special editions have been printed, there have been hundreds of them unsold. Kingman County bought all we had to sell a month before publication date, and there are about two hundred on the waiting list.

"We hope you will like the paper. It is bigger than most special editions and carries many more pictures. It has cost us quite a lot. We have been paid for our time and it has been lots of work and also lots of fun. The fact that it is so much bigger than towns much larger than Kingman have been able to produce has made us feel real good, and the fact that we could have made it much larger if we had been better equipped with presses and machinery causes us to predict that the next time we put out a special it will make 132 pages look sick in comparison. For the next time it happens in this office we are going to have the machinery and help."

SOUTHERN PAPER ANNOUNCES IMPORTANT CHANGE IN OWNERSHIP

The Tulsa, Oklahoma, Democrat, for October 29, 1919, contains the announcement that "negotiations have been closed between Charles Page, of Sand Springs, and Richard Lloyd Jones, of Madison, Wis., for the purchase of the Tulsa Democrat. Mr. T. F. McPherson, who has been associated with Mr. Jones in newspaper work, takes active charge at once, and Mr. Jones will come here some time before the first of December to take editorial charge. The present staff and organization will continue.

Mr. Jones will bring to the Tulsa Democrat many years of experience as a writer, editor and publisher. For the past eight years he has been the owner and editor of The Wisconsin State Journal at Madison. For nine years prior to his going to Madison he was associate editor of Collier's Weekly, and before that he was editor of the Cosmopolitan Magazine and editorial writer for the Washington (D. C.) Times.

NEWSPAPERS ADD COLUMN WITHOUT CHANGING SIZE OF SHEET

A number of newspapers are gaining more space in the pages of their publications by changing from six to seven columns, cutting the column width to 12 ems, and reducing the margins.

In making the change, mechanical difficulties are sometimes encountered. When the cylinder of the press is too narrow, it may be necessary to cut out the chases 2 or 3 ems and use 3 point column rules.

The advantages of the change are the gaining of a column a page, the increase in advertising revenue and the securing an attractive-appearing paper at practically no additional cost.

BEAUTIFUL CALENDARS ISSUED BY CHICAGO ENGRAVERS

A series of beautiful monthly calendars is being issued by Barnes-Crosby Company, Engravers, Chicago.

One of the handsomest of the calendars consists of four pages, on three-ply cardboard in robins-egg blue and black, for November. The last page carries the following argument, illustrated:

"You Gain a Great Advantage by Starting Right"

"If you have any line of merchandise that you desire to illustrate by photography and halftones, time and money can be saved by allowing us to make the photographs.

"Our operators are skilled in selecting the proper viewpoint to bring out, to the best advantage, the features you want to show. We can also help you in suggesting attractive page arrangements and artistic groupings. We have specially designed cameras for every demand that you can make.

With this advantage of starting right, our art studios and engraving shops are supplied with a quality of photographic copy that is sure to bring you the very best results in our completed 'Standard of Comparison' halftones."

THE CHURCHES AND ADVERTISING

It can be safely asserted that no town in the United States offers a greater opportunity for advanced Sunday School work than Columbia. There is a sort of friendly rivalry between the various Sunday Schools of the city which has proved stimulating.

At the Baptist Church, E. W. Stephens, who has taught the Bible class for more than thirty years, lectures every Sunday to adults. Dean Walter Williams

addresses a large assemblage in the Odean Theatre every Sunday under the Presbyterian banner. Both these classes have been extensively advertised and as a result they are having a large attendance, which exemplifies the old maxim that it pays to advertise.

No competitive project, whether religious, commercial, industrial or what not, can attain superlative success without advertising. If a thing is worth while it is worth telling the people about and undoubtedly the message of the Messiah is worth while, and hence, should be heralded to the public. The Tribune uses the word "competitive" as applied to religion advisedly. Secretarian beliefs are but different roads leading to the same goal, and, of course, the word "competitive" can in no wise apply to the principles of religion; there is but one religion; but there are various beliefs and dogmas, and to advance these they must be given publicity.

A few years ago when an occasional ad would appear in the newspapers, projecting religious worship, many of the elders and church members stood aghast and rather viewed the proceeding sacriligious. But the pioneer minister in advertising, like other pioneers who have written their names in the history of all successful venture, persevered, and today the church which does not advertise in the newspapers is regarded as lacking progress.

Why should the churches not advertise? All church auxiliaries advertise, then why should not the pastor advertise his sermon and attract crowds to hear the words he has to give them?—An editorial appearing in Columbia, Mo., Daily Tribune.

DEMONSTRATES POWER OF PUBLICITY

Mr. O. S. Freeman, managing editor of the Thompsonville Press, Thompsonville, Conn., publishes an extremely "live" newspaper.

In the issue of his paper for September 25th, Mr. Freeman reprinted copies of telegrams and letters concerning a shortage of sugar in Thompsonville.

The messages were to the Congressmen from the district, U. S. Sugar Equalization Board and, others.

The local board of trade seconded Mr. Freeman in his efforts to secure a carload of the sweetening and when the "Press" appeared October 2nd, it carried the following story:

The Sugar Shortge Breaks

"That it pays to advertise has again been proven. The Press was not off the press forty-eight hours last week before a break in the sugar shortage in Thompsonville became apparent. First, by the arrival at 7 o'clock in the morning, Saturday, of a carton of sugar by special delivery to the editor's wife from a relative in Boston, who had read of the shortage. During the day all the local stores began to "loosen up" and by evening people were going along the streets with from two to ten and even fifteen pounds of sugar in their arms—and the looked-for carload had not arrived either. Question, Where did the sugar come from?"

NODAWAY COUNTY TO BE FURTHER ADVERTISED

Nodaway County, Missouri, is to be still further advertised. Mr. A. B. McDonald, field representative for the Country Gentleman, Philadelphia, recently visited Maryville and neighboring towns in search of material for an article about this Missouri County, whose persistency in advertising its advantages has attracted the attention of the whole country.

Mr. McDonald's article will appear in an early edition of the Country Gentleman.

RECENT LUDLOW INSTALLATIONS

The following newspapers have recently installed the Ludlow Typograph to handle their display composition from 12 to 60 point on slugs:

St. Paul News, St. Paul, Minn.; Springfield Republican, Springfield, Mass.; San Francisco Chronicle, San Francisco, Calif.; Waterbury Democrat, Waterbury, Conn.; Utica Observer, Utica, N. Y.; Twin-City Sentinel, Winston-Salem, N. C.; Sacramento Bee, Sacramento, Calif.; Saskatoon Star, Saskatoon, Sask.; Post-Telegram, Camden, N. J., Roanoke Times-World, Roanoke, Va.; New Haven Times-Leader, New Haven, Conn.; Mason City Globe-Gazette, Mason City, Iowa; New York Call, New York, N. Y.; Idaho Republican, Blackfoot, Idaho; Greensboro News, Greensboro, N. C., Concord Monitor, Concord, N. H.; Arkansas City Daily Traveler, Arkansas City Kansas; Fitchburg Sentinel, Fitchburg, Mass.; Norfolk Virginian Pilot, Norfolk, Va.; Post-Intelligencer, Seattle, Wash.; Lynchburg News, Lynchburg, Va.; Astoria Budget, Astoria, Oregon; Halifax Chronicle and Echo, Halifax, N. S.; Ithaca Journal, Ithaca, N. Y.; Lansing State Journal, Lansing, Mich.; New London Day, New London, Conn.; Syracuse Herald, Syracuse, N. Y.; The Commonwealth, Scotland Neck, N. C.; Wilmington Evening Journal, Wilmington, Dela.; Waverly Democrat, Waverly, Iowa; Wilmington Star, Wilmington, Dela.; Salamanca Republican, Salamanca, N. Y.; New Britain Herald, New Britain, Conn.

The following foreign newspapers have recently installed Ludloy Typographs:

The Excelsior, Mexico City, Mexico, and The Stockholm Evening News, Stockholm, Sweden.

Commercial printers and publishers who recently installed the Ludlow Typograph for display composition are:

J. W. Clement Company, Buffalo, N. Y.; American Poultry Journal, Chicago, Ill.; La Prensa Publishing Co., New York, N. Y.; C. J. O'Brien Inc., New York, N. Y.

MERELY A TYPOGRAPHICAL ERROR

William Howard Taft, in addressing a class of would-be editors at Yale, was trying to impress upon them the importance of accuracy and the unfairness of misquoting public men.

"Sometimes," he said, "a slight error may have momentous consequences. A friend of mine went into a restaurant and ordered noodle soup. 'George,' he cried to the water, "come here. See what I found in the soup? A needle.'

"George examined the needle critically and grinned.

"'Dat's all right, suh, just a little mistake, su, just a mere typographical error, a typographical error. Dat needle should have been a noodle, suh!"—Chicago Daily News.

ANNOUNCES CHANGE IN PRICES ON ELECTROTYPES

The Globe Engraving and Electrotype Company, 701-725 S. Dearborn St., Chicago, announce a change in prices on electrotypes after November 1st. The prices are based upon a new standard electrotype scale from which customers are allowed a discount of ten per cent. The announcement concludes:

"We trust you will appreciate the reality of the conditions necessitating this announcement, and with the assurance that the service of the "Globe" will always be the best obtainable, we hope for a continuance of your valued favors."

This company is celebrated in the Central West for the manufacture of "Globetypes"—machine-etched half-

tones and electros from halftones by an exclusive process, which are declared to be the supreme achievement in electrotyping.

NOTABLE DISPLAY OF LINOTYPE TYPOGRAPHY

Among the notable displays of printing machinery and supplies at the recent convention of the United Typothetae of America, at the Hotel Commodore, New York City, was the exhibit conducted by the Mergenthaler Linotype Company. A Model 9 Quick-change four-magazine machine and a Model 20 display machine attracted a great deal of attention from the visitors present during the three-day session. The quickness and ease with which a wide range of type faces may be brought into use by the operator of a Model 9 created an amount of interest equal to that directed to many of the new features of the Model 20, the machine that is claimed to have put display composition on a straight-matter basis.

The Linotypes are always fascinating, but undoubtedly even more thought-compelling than the machines themselves was the complete exhibit of the system of Linotype Typography shown. The exhibit carried the visitor, series by series, through the Linotype families of type faces with their complements of decorative material in the form of borders, rules, initials, head and tail pieces, and other ornaments. Taken all in all, the display was one of the most educational to be seen at the convention.

Exhibit of Mergenthaler Linotype Company at recent Convention of United Typothetae of America in New York

MAKING CUTS COUNT

The difference between a catalog that is a big success and one that just hovers on the edge of success is often so slight that its detection is difficult. The paper may be the same in each book; one may be as attractive in design as the other, and equally good printers may have turned out each job, but one book hits the bull's-eye, while the other, somehow or other, just misses the mark.

If the histories of the two catalogs were known they would show that the producer of the successful book started his work by choosing the paper on which it was to be printed—a standard paper—and made his cuts to print on that paper.

The producer of the almost-successful catalog had some new cuts made, of varying screens, supplemented them with old halftones and electrotypes from his files, designed his book, and then bought a standard paper. Some of these cuts were adapted to the paper, many of them were not, and therein lay the chief reason why one catalog was not equivalent to the other in selling power.

Poor catalogs are not as common as they were a few years ago. Better paper and better printing are rapidly pushing them into the background; but the one sure means of preserving the species is to handicap the printer by supplying him with cuts that will not print satisfactorily even on the best paper—cuts that dull the effectiveness of otherwise good catalogs.

The means of making halftone plates which will keep catalogs in the A-1 class are simple enough. Their importance is shown by using the right plates on the right paper.—J. W. Butler Paper Company, Chicago.

A FEW RECENT PURCHASERS OF LINOTYPE MACHINES

Essex (Mo,) Leader; Ligonier (Ind.) Banner Publishing Company; New Orleans (La.) George Montgomery; Boston (Mass.) Boston Publishing Company; Wahpeton (N. D.) The Press Publishing Company; Stamps (Ark.) John Arthur Thomas; Milton (Pa.) Harry M. Dentler; Rockford (Ill.) Rockford Star Printing Company; San Antonio (Tex.) Burt G. Kischell; Norfolk (Va.) Virginian and Pilot Publishing Company; Lexington (N. C.) Henry B. Varner; Taunton (Mass.) William Reed and Sons Company; Norfolk (Va.) Ledger-Dispatch Corporation; Orlando (Fla.) Glenn and Essington; Ottawa (Ill.) The Republican Times Printing Company; Holdrege (Neb.) Arthur Kimberling; Birmingham (Ala.) Premier Printing Company; Wichita Falls (Tex.) J. H. Martin; Champaign (Ill.) David W. Stevick; Chicago (Ill.) Ackerman-Quigley Printing Company; Kokomo (Ind.) John Arthur Kautz; Wichita (Kan.) The Victoria Murdock Estate; Wellington (Del.) The Evening Journal Publishing Company; Buffalo (N. Y.) William J. Conners, Jr.; Camden (N. J.) Myers Manufacturing Company; Milwaukee (Wis.) The Journal Company; Youngstown (Ohio) The Telegram Company; New York City, Dow. Jones & Company.

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

INLANDERS HOLD BIG RALLY IN CHICAGO

The Inland Daily Press Association, the members of which are known as "Inlanders," held a big rally in Chicago, at the La Salle Hotel, Thursday and Friday, October 16th and 17th. The attendance was large and the interest great. The Chairman of the Program Committee, Mr. Frank H. Burgess, Tribune, La Crosse, Wis., in cooperation with others, had prepared an unusually attractive program.

After the introductory business of the convention had been given disposition, Mr. F. P. Mann of Devil's Lake, N. D., and President of the North Dakota Retail Merchants' Association, was introduced by President Peterson.

Mr. Mann's address proved to one of the outstanding features of the convention. Among other things he said:

"When we started this community development work I took a survey of 100 towns in the state of North Dakota. I wanted to find out what was the reason to a great extent for the feeling between the consumer and the merchant and why the mail order houses were taking out a large amount of the business from our state. For this purpose I submitted a blank and asked for advance man to tell me as best he could the general appearance of the store, the way the windows were trimmed, method of bookkeeping, amount of insurance carried, and especially, what advertising methods were used. After summing up all the reports, I was astounded to find that 90 per cent of the merchants in North Dakota do not advertise, and that 75 per cent do not believe in it. I found that in 1917, over 72 carloads of mail order catalogs had been distributed in the state of North Dakota, besides vast quantities of other mail solicitation. I was also surprised to find that the mail order people spend 75 million dollars for advertising in the United States during 1917, and I deduced that at least one million dollars of the amount was spent in the state of North Dakota. I found that by these methods the mail order people were taking one-third of the retail business of the State of North Dakota from the local merchant.

"With these facts before me, I started out in the organization of community work, and I have failed to find anyone who does not think well of the work and the press of the state have offered their assistance in the way of publicity.

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You must even go so far as to help him with his advertising copy, and make him see that it is necessary that he become a real live advertising merchant. I urge these matters upon you forcibly because I have tried them out and am thoroughly convinced that newspaper advertising is the greatest asset that the country merchant can have. There is no method today that will so promote a man's business as good advertising. You simply cannot do without it and be alive to your possibilities.

"I have here a copy of the Park paper. It carries far too little local advertising. This is a fair sample of the ordinary country press. Now, if you gentlemen will compare this situation with the highly illustrated, beautifully designed advertising of the mail order houses you will readily see why it is that such a large proportion of our business goes without the state. Unless we improve our newspaper advertising and our general methods of letting the people know what we have to sell within a very short time, the mail order houses will be doing the entire business of the state of North Dakota and the northwest.

"I have talked these same methods that I am urging upon you, to John V. Farwell, to John Scott of the Carson, Pirie Scott, to Mr. Armour, to Mr. Selz of the Selz shoe company and to many other leading merchants of our country. The invariably keep me talking long, and invariably they agree that the system is absolutely correct.

"As an illustration of what a live merchant can do I want to tell you of a shoe that was advertised by Sears, Roebuck for $4.95, and of which they sold 20,000 pairs in six weeks through advertising. Mr. Selz had the identical shoe made, offered it to local merchants at $2.85 and explained to them what kind of a shoe it was and that it was being sold by Sears, Roebuck for $4.95 and yet he received but fifteen replies from local dealers for the shoe. If that had been me and I had been convinced of the situation, I would have taken those shoes, placed them in my windows in comparison with the Sears, Roebuck shoes, and would have advertised them at $3.95, and have sold the shoes. So you see what part the advertising game plays in your merchandising business.

Only last year Montgomery Ward & Company were instrumental in having the mail order question debated in the very schools of our state and they furnished to the students on their side of the question printed arguments. In these arguments they came out flat-footed and charged the local retail merchant with robbing the farmer of 20, 30, and 40 per cent on his purchases.

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"You must teach the local merchants proper merchandising methods, for how do you think it looks to a credit customer when a merchant gives 10 per cent off for cash? Mr. Credit Customer takes his bill at the end of the month, compares it with the mail order catalog, and of course if the merchant can afford to give 10 per cent off for cash the credit bill looks like highway robbery in comparison with the mail order prices.

"As an illustration of the vast mail order business, let me tell you what a friend of mine who is now in the mail order business, told me only a few days ago. He is supplying institutions and hotels with coffee. He told me of various orders he had taken that should have gone to local merchants. He also told me of one grocery salesman whose commissions in one month amounted to $1,330. So you can imagine the amount of groceries he must have sold to get himself that commission. This

gentleman gave it as his best judgment that 65 per cent of the coffee used in the state of North Dakota is sold by mail order houses and by solicitors for outside concerns. There is absolutely no way to stop this sort of thing except to educate the merchant, to tell him ideas which will enable him to do the business, instead of allowing it to go outside.

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"Here is an ad which we used at our Devils Lake store for our silk sale which we hold annually. Just to show you that this advertising pays, I had our sales checked for the first day of the sale and they showed $1,100 in the dry goods department alone with a total of $3,800 in all departments for that day. On Saturday the sales in the dry goods department showed $1,300 and the entire store $4,800. On this sale we not only used large display space, but we likewise sent out some personal letters to our customers, and then we displayed our silks up and down the center of the store, allowing them to be draped over where they could be examined by the women and placed a price tag on each lot of silk. Thus we tied up our local advertising and our display of goods which led directly up to the sale of the article. This is a very important fact for every merchant to remember that his advertising and his displays and his salesmanship must all make one connected link.

"As an illustration that the manufacturers and jobbers are taking up with the idea which I am placing before you. I want to cite the case of Stone-Ordean-Wells, who discontinued the publication of their house organ, 'Ginger,' which was costing them $25,000 annually, and they are spending this money in advertising helps for the local retailer. Many other wholesalers are following in the footsteps of Stone-Ordean-Wells, and it is only a question of a very short time until every manufacturer and jobber will be spending a great deal of money to complete the sale of their goods and place them in the hands of the customer.

Bradstreet & Dunn tell us that 84 per cent of all business failures in 1918 were non-advertisers, and that 86 per cent of all business failures were from lack of knowledge of how to conduct the business.

"Can you gentlemen imagine what will happen to the mail order business if all the jobbers and manufacturers, and the traveling salesmen, and all the retail merchants in the entire northwest coöperate together to conduct their business along modern advertising lines? The answer is that the state of North Dakota will stop from twelve to fifteen million dollars' worth of business that is now annually going out of the state."

Mr. Mann told how his store which did an annual business of a half million dollars reached out for business in every way conceivable, but at the foundation of it all was his newspaper advertising.

The Mann store pays the daily newspaper in Devils Lake from $2,500 to $3,000 yearly for advertising space, and Mr. Mann says it does not cost them a cent, for they get it all back in increasing business and in profitable merchandising. In one sale last fall after the flu had cut down their sales for the month of October over $25,000 from the record of the previous year the store did $30,000 business in one week. To do this double page advertisements were run in the home newspaper and smaller spaces in the country papers in the vicinity, and in addition special printed matter was mailed out to a mailing list of 2,000. This store put on usually four or five sales a year, and all have been eminently successful. The store is aiming to do $60,000 business this year.

In addition to newspaper advertising the Mann store utilizes booklets, circulars, etc., their store is kept up to date with modern fixtures, etc., and all contribute to making the business a success.

Mr. Mann said that in some lines of business, like clothing, and ladies' ready-to-wear goods, the rule is to spend five per cent of the gross sales for advertising, in other branches less, but he thought a fair average would be two per cent, and he believed that if the merchants of North Dakota would adopt this plan there would be the greatest transformation in the retail business in the state There would be little complaint from the encroachments of the mail order house.

Mr. Mann repeatedly admitted that his local newspapers made him, because they offered the opportunity which he grasped of telling the people of his community each day just what he had to sell. And he is still telling them, and the Mann store at Devils Lake is probably the greatest user of newspaper space of any store in the state.

Mr. Mann doesn't use thousands of dollars' worth of advertising in the Daily Journal at Devils Lake because he likes the publisher, either. It's a cold-blooded business proposition with him, and while the publisher undoubtedly has made money from carrying the Mann store advertising, Mann has made a whole lot more money by using newspaper space.

He said it isn't as necessary today as it was ten years ago to talk to the merchant on the merits of advertising, and a visit around them the most successful of the merchants often disclosed that they were consistent advertisers, their only complaint being that too often their home newspaper doesn't afford them the style in type, makeup and illustrations which they feel they need. This is a pointer which newspaper men will do well to heed.

Following Mr. Mann's notable address, Mr. A. M. Brayton interestingly discussed the relationship between the editor and the manager of a daily newspaper. Mr. Brayton is publisher of the Madison State Journal and the La Crosse Tribune and Leader-Press.

An announcement of special interest was made by Mr. Peterson, the President, that the Illinois Daily Press Association, consisting of thirty-four papers, had voted to merge with the Inland Daily Press Association, materially increasing the membership of the organizaton.

The joint committee on consolidation of the Inland and Illinois Associations was composed of Willard E. Carpenter, Courier-Herald, Lincoln, Ill.; A. M. Snook, Beacon-News; Aurora; Thomas Rees, State Register, Springfield; C. C. Marquis, Pantagraph, Bloomington; E. E. Johnston, Citizen, Iowa City, Iowa; Charles S. Neal, Ledger, Noblesville, Ind., and A. L. Miller, Enquirer and News, Battle Creek, Mich.

Mr. J. L. Sturtevant of the Record-Herald, Wausau, Wisconsin, presented a resolution relative to news-service with the Far East, a subject which provoked favorable comment.

The members were invited to luncheon by Mr. Walter Bleloch, manager of the Mergenthaler Linotype Company. Mr. H. H. Merrick, President of the Chicago Association of Commerce was the principal speaker at the luncheon, taking for his subject the advisability of a closer amalgamation of the smaller city daily newspaper publishers, suggesting that Chicago is the most logical location for a central office. Following the enjoyment of the delectable luncheon, nearly all of the publishers accepted Mr. Bleloch's proposal to visit the Mergenthaler Linotype School. They were taken to and from the school in autos furnished by the Mergenthaler Company.

The visit proved to be most informative, as many of

the publishers were unaware of the existence of the school and others had no idea that it was so large and useful an institution.

Mr. Bleloch personally conducted the party and explained methods of instruction employed as well as the tuitional features which are so liberal as to permit almost anyone interested in the operation of linotype machines to learn as much as he may desire. The school graduates hundreds of competent operators and machinists yearly.

A session of the convention was resumed later in the afternoon, most of the time being occupied with acceptance of reports and general discussion. Mr. A. L. Miller, Enquirer and News, Battle Creek, Michigan, presented the report of the Memorial Committee.

Adjournment was taken for dinner and the enjoyment of the hospitality of various supply houses as well as to accept the opportunity of cementing acquaintanceships formed by the members at this and previous meetings.

Mr. H. C. Hotaling, Field Secretary of the National Editorial Association, was the first speaker Friday morning. Mr. Hotaling ably discussed national problems, dwelling upon the evils of Bolshevism and industrial unrest, with telling effect.

The speaker outlined the advantages to the nation and to the newspapers, of a stronger national organization whose controlling policies are safe, sane and constructive. Under motion, several seconding, the Inland Daily Press Association voted to join the National Editorial Association.

The following resolution was later adopted:

"We, the members of the Inland Daily Press Association, representative of the inland dailies of thirteen of the most prosperous of the Central States, in convention assembled, hereby reaffirm our belief in constitutional gov ernment.

"A year has passed since the signing of the Armistice. Our people are prosperous, yet unrestful. Reconstruction has been slow because of the presence of the microbe of Bolshevism, an infection foreign to our land and to our institutions. It has been loosened by alien influences and is affecting the body politic, the morale of America with a propaganda, insidious, hateful and destructive to industrial life, therefore be it resolved, that

"The Inland Daily Press Association pledges itself to maintain the fight so loyally maintained during the war and to continue to stand for American ideals and American institutions, and against this revolutionary program of the I. W. W. and Socialistic element, no matter under what guise they may attempt to disrupt and destroy that democracy and liberty for which our soldiers gave their all. The red flag of anarchy must not replace Old Glory."

The question of securing a composite statement of costs for the operation of several departments of newspapers published in the various state in which the Inland Daily Press Association has members, was introduced by Mr. Peterson.

Mr. Chevers, representing Mr. Jason Rogers of the New York Globe, presented the studies of the latter and announced that all of the valuable data and forms were the property of all members of the Inland Association who cared to use them.

Mr. Peterson referred to Mr. Rogers as a philanthropist and urged all members of the Association to advantage themselves of his generous offer.

Mr. Lee P. Loomis, publisher Muscatine, Iowa, Journal, opened the afternoon session with an attack upon the zone postal laws. Mr. Wright A. Patterson of the Publishers' Auxiliary, opposed Mr. Loomis in the discussion.

Following extended debate, the members voted down a motion recommending to Congress the repeal of the present law and then voted to table a motion calling for the preparation of a substitute law.

Mr. Thomas Rees of the State Register, Springfield, Illinois, opened an interesting discussion concerning the situation as regards apprentices and recommended that members of the association give serious attention to the subject.

Following a consideration of various problems with which the industry is confronted, the meeting was ordered adjourned, many members agreeing that this had been one of the most important and interesting sessions ever held.

Much of the credit for arranging the program belongs to Mr. Frank H. Burgess, Tribune, La Crosse, Wisconsin, chairman of the program committee.

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Georgia Press Association

Prominent editors and publishers from all sections of the state, and others not so prominent, were in attendance on Press day at the state fair at Atlanta. The members of the Georgia Press Association were the guests of the fair association and visiting members of the fourth estate were shown everything of interest within the gates.

President H. G. Hastings welcomed the editors on behalf of the fair association, and Editor McCutcheon of the News-Banner of Franklin, Ga., responded on behalf of the guests.

The meeting of the press representatives began a little after noon, was brief and to the point, so that the visitors could proceed on their foray of the enjoyment, and—if the energetic midway fatigued for a moment—they made the rounds of the exhibits, seeing everything, missing nothing.

President J. Kelly Simmons, of McRae, called the meeting to order and his speech consisted only of a short address in which he introduced Mr. Hastings.

Clark Howell, Jr., made a short talk on behalf of the Georgia Memorial Association at the request of Mrs. S. M. Inman.

Charles J. Haden delivered an address in which he asked the aid of the weekly papers of Georgia in the support of the work that is being done by the state board of illiteracy.

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Nelson Co. (N. D.) Press Association

The Nelson County (N. D.) Press Association held an important business meeting at Michigan, N. D., October 11th. Members present included President A. W. Soper of the McVille Journal, Vice-president John Stewart of the Lakota American, Secretary E. C. Brekken of the Pekin Budget, Treasurer W. H. Chapel of the Lakota Observer, and Publishers C. W. Baumann of the Aneta Panorama and George C. Reeder of the Michigan Arena. The dinner—an exceptionally fine one—was served with the compliments of Mr. Reeder, who, as the only local publisher present, acted as host to the gathering.

An interesting program was given, and business problems were considered at length.

The next meeting will be held at McVille.

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Montana State Press Association

The recent meeting of the Montana State Press Association was held at Great Falls.

The association also endorsed the present zone system of postage and second-class matter, endorsed reclamation and the good roads idea expounded by Scott Leavitt on behalf of the present state highway commis-

sion. The convention again went on record as opposing the Townley non-partisan league idea.

A banquet was held in connection with the convention. Ex-governor Norris, Senator J. M. Burlingame, Ex-congressman Tom Stout, Dean A. L. Stone, Colonel J. M. Kennedy, Peter B. Snelson, J. M. Hutchens, E. H. Cooney, Harry Cunningham and Herbert M. Peet were among the speakers.

The following officers were elected: A. L. Stone, of Missoula, was chosen President; T. J. Hocking, of Glasgow, First Vice-president; P. B. Snelson, of Great Falls, Second Vice-president; Joe Whestone, of Glentana, Third Vice-president; S. E. Peterson, of Great Falls, Secretary, and H. B. Mitchell, of Great Falls, Treasurer. The State School of Journalism was endorsed and an advisory committee for the University named, consisting of O. S. Warden, of Great Falls, Joe Scanlan of Miles City, and J. H. Durston, of Butte.

The next meeting will be held at Helena.

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Southern Illinois Editorial Association

The meeting of the Southern Illinois Editorial Association was held at East St. Louis, Illinois, September 19 and 20, 1919. Business sessions were held at the Rose Room of the Elks' Club. The following program was presented:

10 A. M.—Meeting called to order by President W. O. Paisley, Marion Daily Republican. Opening prayer. Report of Secretary. Appointment of Committees.

10:30 A. M.—"The News Print Situation," Frank J. Eastin, Graham Paper Co.; "Advertising Rates, Daily and Weekly," Mrs. J. T. Galbraith, Carbondale Free Press and Vice-President Illinois Press Association; "Foreign Advertising and the Agencies," John C. Fisher, Cairo Citizen; "Giving the Advertiser Special Service," Fred M. Rolens, Murphysboro Independent; "The Zone Postal System," W. W. Evans, Belleville Advocate; "The Cash in Advance Subscription System," L. M. Woods, Sumner Press. Discussion of morning topics.

12 Noon.—Luncheon at National Hotel, National Stock Yards, Illinois. Inspection of Stock Yards and Packing Plants. Also of largest horse and mule market in the world with average annual business of $300,000,000.

3 P. M.—Second Business Session at Elks' Club, Ninth and State Street. "Business Coöperation among Newspapers," T. J. Howarth, Chester Tribune; "The Job Office and Its Problems," S. P. Preston, Gillespie News; "Our Relations to the State Association," E. H. Childress, Fairfield, Wayne County, Press; "Legal Advertising and the New Law," H. L. Williamson, Secretary Ilinois Press Association and James E. McClure, Carlinville Democrat, President Illinois Press Association. Round Table conducted by Geo. W. Smith, Columbia Star. Reports of Commitees and election of officers.

4:30 P. M.—Automobile Trip to Monk's Mound and other points of interest through courtesy of East St. Loius Chamber of Commerce.

6:30 P. M.—Banquet at Elks' Club, given by the East St. Louis Chamber of Commerce. The dinner was arranged by Hon. A. T. Spivey, editor of the East St. Louis Journal and the program was under his direction. Three East St. Louis men responded to the toasts besides members of the association.

Congressman W. B. McKinley spoke on a topic of interest to the newspaper men of Southern Illinois.

Saturday, September 20, 1919.—Excursion to the Illinois State Capitol and Tomb of Lincoln.

9 A. M.—Left St. Louis Station of Illinois Traction System at Twelfth and Locust Streets on special train as guests of Mr. McKinley and the Illinois Traction System. Luncheon served en route to Springfield.

1 P. M.—Arrived at Springfield. Party visited the State House where they were greeted by Governor Frank O. Lowden. They then went to other points of interest and visited the tomb of Abraham Lincoln at Oakwood Cemetery.

5 P. M.—Return trip to St. Louis. Dinner was served on the return trip. Arrive at St. Louis Station at 9 P. M.

* * *

Central Illinois Press Association

A meeting of the Central Illinois Press Association was held October 12th, at Springfield.

Some interesting talks were given and printing problems discussed.

President Smith said, among other things: "This association is largely responsible for pulling many of the boys through tight places. Rates have been steadily advanced until today the minimum rate for weekly papers is 15 cents an inch. When the association was organized many publishers were tickled to death to accept rates offered by the advertiser, and allowed themselves to be "jewed" down because some other newspaper was quoted as accepting the advertising at a lower figure. Today the question, 'What is your rate?' is never asked.

The association holds a meeting the first Monday of every month at Springfield.

* * *

Eastern Illinois Publishers' Association

The members of the Eastern Illinois Publishers' Association held their recent meeting in Charleston.

The following program was presented: "The Franklin Cost System," Ernest Tucker, Mattoon Journal-Gazette; L. A. Osborn, Neoga News; "Should Local Advertisers be given the Local Rate for Foreign Advertising placed by Them? Should there be any Distinction in Rates?" H. M. Rigney, Arthur Graphic; F. A. Feare, Paris Beacon; "Are Special Editions worth the Effiort and Do They Tend to Increase or Decrease Regular Advertising?" M. S. Smith, Newman Independent; J. W. Bailey, Stewardson Clipper; "Country Correspondence," C. W. Wilson, Tuscola Review; Alta Chapin, Moultrie County News; "Automobile and Free Publicity," Harry Kendall, Mattoon Journal-Gazette.

The officers of the association are: President, Frank F. Collins, Arcola Record-Herald; Vice-president, Harry F. Kendall, Mattoon Journal-Gazette; Secretary, John B. Healy, Arcola Arcolian.

The organization is composed of the newspaper publishers of the Eighteenth and Nineteenth Congressional Districts.

* * *

Madison County (Ill.) Press Association

The Madison County Press Association was formed at a recent meeting held at Granite City, when a membership of nearly 100 per cent was enlisted.

Adjustment of legal printing charges in Madison County was left to a special committee. W. B. Tietsort, of the Medora Messenger, president of the Southern Illinois Press Association, and J. E. McClure, of the Carlinville Democrat, and S. B. Preston, of the Macoupin County Editorial Association, were in attendance and spoke.

The following officers were chosen: President, L. L. Lindley, Granite City Press-Record; Vice-president, J. B Stokes, Highland Journal; Secretary, L. C. Heim, formerly of Marine Telegram; Treasurer, B. J. Jarvis, of the Troy Call.

Franklin County (Ill.) Association

The newspaper publishers of Franklin County are organizing for the purpose of forming an editorial association. The object will be to make a uniform scale of prices and get together on other matters of interest to publishers.

* * *

Nebraska Press Association

A meeting of the executive committee of the Nebraska Press Association was held in Omaha for the purpose of discussing plans for the annual meeting of the association to be held in Lincoln in February.

Professor P. M. Buck, Dean of the College of Arts and Sciences at the University of Nebraska, outlined a plan for a short course in journalism and business administration which is to be open to members of the association during the annual meeting. The course is to last one week, or longer, if it can be arranged, and will be under the supervision of university professors.

The newspaper men visited the Douglas County court house and inspected the damage done by the mob.

Members of the association who were present are Will C. Israel Havelock, President; H. M. Davis, Ord; Clark Perkins, Aurora; J. P. O'Furey, Hartington; J. H. Walsh, Crete; E. R. Purcell, Broken Bow; O. O. Buck, Harvard; H. M. McGaffin, Polk.

* * *

Idaho Republican Press Association

Idaho republican newspaper editors met at Boise recently and formed a permanent organization to be known as the Idaho Republican Press Association.

The projected purposes of the convention, which included analysis of the federal and state political situation and discussion of forthcoming campaigns, were snowed under by an avalanche of feeling on the loyalty issue. The editors, representing some thirty newspapers of the state and presuming to speak for some thirty others, classed the anarchist bolshevists and non-partisan obstructionists together, and swore that they must go from Idaho and from the nation.

There were expressions of sentiment on other subjects. The editors tacitly pledged themselves to fight for a wider irrigation program in Idaho and for a greater development of the press. They accorded wholehearted support to the principles of the American Legion, declared that the organization should be kept forever out of politics, and seemed to agree that the demands of the soldier voters would be supported by the party in this state.

N. Jenness, President, and M. B. Yeaman, Secretary, presided at Saturday's business sessions. Guy Flenner of Boise was toastmaster at the evening banquet.

* * *

Southern California Press Association

The autumn meeting of the Southern California Press Association was held the latter part of September at Los Angeles.

The opening paper was given by Harvey Johnson, publisher of the Banning Record, and was on the subject of the benefits of coöperative effort in the working units of the county press associations. At the close of the address, discussion was led by Timothy Brownhill of the Peunte Journal.

J. E. Hillenbrand, Secretary of the Los Angeles Employing Printers' Club, spoke on the need of every office for a standard cost system and an accounting system.

Friend Wm. Richardson, President of the Calofornia Press Association, and State Treasurer, again put forward his views on needed legislation affecting newspapers. A lively discussion on this subject followed, led by Crombie Allen, State Assemblyman and publisher of the Ontario Report.

The officers of the Southern California Press Association are: President, John E. King, Hemet News; First Vice-president, J. L. Matthews, Covina Argus; Second Vice-president, Frank M. Keffer, Van Nuys News; Third Vice-president, B. M. Marriott, Alhambra Advocate; Secretary-treasurer, C. H. Turner, Redondo Beach Reflex; executive committeemen, E. O. Wickizer, South Pasadena Record; Frank S. Hosfelt, Rialto Record; J. J. Conrad, Huntington Beach News; Paul W. Moore, Redlands Facts; Justus F. Craemer, Orange News; Clarke F. Waite, San Pedro Pilot; Timothy Brownhill, Puente Journal.

* * *

California Press Association

The next meeting of the California Press Association will be held November 14-15 in San Francisco. Some of the biggest men in the profession will be on the program and newspaper representatives from all over the state are expected to attend. The association has a membership of about three hundred.

The officers are: President, Friend W. Richardson; Vice-president, Otis B. Tout, El Centro; secretary, Oran Achilles King, Jackson; Treasurer, Duncan McPherson, Santa Cruz.

* * *

East Tennessee Editorial Association

The eight annual convention of the East Tennessee Editorial Association was held at Knoxville, October 9th-10th. A very interesting address was delivered by Miss Constance O'Keefe of the Morristown Gazette. She discussed her subject from many angles and gave the editors many new and good ideas.

The value of the "Early Publication Day" was ably discussed by Benjamin Haynes of the Tazewell Progress, after which the convention adjourned to attend the East Tennessee Division Fair.

The Friday morning session was an interesting one and plans were made for an extensive membership drive, purposing to enlist every East Tennessee editor in active membership.

President Albright, of the National Editorial Association, was present and addressed the convention on, "Why We should attend the National Editorial Association." Mr. Albright explained the purpose of the organization which he represented, saying, "The fundamental objective of the association is the performance of specific services for the craft."

At the conclusion of President Albright's address, Mr. Hedge, chairman, advocated the affiliation of the East Tennessee Press association with the National Editorial Association which was unanimously adopted by the convention.

A hearty invitation was extended by Lieut. W. L. Jones, of the Jellico Carry-On for the association to meet at Jellico next year.

The following officers were elected for the coming year: President, E. M. Hardy, of the Morristown Sun; Vice-president, R. P. Sulte, Rockwood Times; Secretary-treasurer, Miss Constance O'Keefe, Morristown Gazette.

* * *

South Florida Press Association

The South Florida Press Association met in Orlando, holding one of the most interesting conventions in its history.

A. C. Cabaniss of the American Press Association urged that newspaper publishers should never trade their

advertising space space for anything but cash. M. F. Hetherington of the Lakeland Telegram avowed his belief that circulation contests do not, as a rule pay. J. G. Gallemore of the Bartow Record read an interesting paper on the necessity of careful figuring on costs if the printer is to make any money, while Frank K. Anderson of the Bartow Courier-Informant, gave an interesting address on head writing.

In the afternoon there was a meeting of the Associated Dailies of Florida.

The following officers were elected: President, Gilbert Leach, Leesburg Commercial; Vice-president, R. B. Brossier, Orlando Reporter-Star; Secretary, A. D. Miller, Eustus Lake Region; Treasurer, Mrs. C. V. S. Wilson, re-elected.

The next meeting will be held at Lake Wales.

* * *

West Florida Press Association

At a recent meeting of the West Florida Press Association, the following resolution which is of special interest to publishers was adopted:

"Be it Resolved, "The political announcements of candidates be received on and after January 1, 1920, at the rate of $7.50 per fifty words or less, to be run once a week, from the date of issue until the June primary, and that for every word in excess of fifty, a proportionate charge be made.

"Be it further Resolved, That any political announcement published prior to January 1, 1920, be charged for at the above rate for the time run prior to January 1, 1920, this to apply to all national, state and county officers, except members of the school board, justice of the peace and constables, the rate for which shall be $4.50, instead of $7.50, and proportionately for excess words attached."

It was also decided that all political reading matter and cuts to be published one or more times, be charged for at not less than 25 cents per inch in the weeklies and semi-weeklies of West Florida.

Tenth District Iowa Newspaper Conference

Field Secretary Caswell took a new start on October 16th, and headed for Malvern, in the southwest part of the state, for the newspaper conference in the Tenth District on the 17th. There a score or more of southwestern Iowa's up-and-a-coming publishers gathered on Friday and met a welcome and a friendly spirit that made them feel good. Editor W. P. Wortman, Past-president of the Iowa Press Association, had hooked up with the business men of the town and the meeting was well advertised. Welcome banners for the editors strung across the street, attracted attention, and at the noon hour a delightful luncheon at the hotel was attended by those visitors who arrived in time, and joined in by prominent citizens of the town. A good menu, followed by short impromptu speeches, marked the occasion, and all was productive of good will and a lasting friendship for that public-spirited little city. Malvern's wonderfully paved streets beat anything seen anywhere in towns of that size, while local industries and business are flourishing there.

Not a thing was lacking to make the meeting a big success.

* * *

Annual Iowa Newspaper Conference

The annual conference of upublishers and newspaper men of Iowa will be a feature of the university home coming, November 21-22.

Waldo F. Cook, chief editorial writer of the Spring field (Mass.) Republican, will deliver an address before the conference.

Sixth District, Iowa, Organizations

Fifty editors and publishers of newspapers in the eight central counties of Iowa gathered at Ames for the annual fall meeting of the Sixth District organization of the Iowa Press Association.

* * *

Maine Press Association

The annual convention of the Maine Press Association was held October 9th at Portland.

Among the speakers were Don C. Seitz, business manager of the New York World, Francis M. Joseph of Waterville, J. C. Koons, first assistant postmaster-general.

The Maine Press Association was organized in 1864. In its early days it was the practice to hold two meetings a year, one in the winter, usually at Augusta, and one in summer that usually took the form of an excursion.

Many distinguished men have been numbered in the membership of the association. Among them was the late Nelson Dingley, editor of the Lewiston Journal, Congressman, author of the Dingley Tariff Bill; John Clair Minot, in his early days writer for the Kennebec Journal, at present one of the editorial board of the Youth's Companion; James G. Blaine, formerly editor of the Kennebec Journal, later Congressman, Senator and Secretary of State.

Chas. H. Fogg, of the Aroostook Times at Houlton, was elected President and Roland T. Patten of the Skowhegan Independent Reporter, was re-elected Secretary-treasurer.

* * *

Connecticut Editorial Association

On October 18th the Connecticut Editorial Association combined its fourth quarterly meeting with an invitation from the Connecticut Light & Power Company to be its guests at luncheon and a visit to the great dam being completed on the Housatonic River at Stevenson.

Newspaper men to the number of eighty assembled at the Hotel Clark at Derby about noon and were taken in automobiles seven miles up the picturesque river road where luncheon was served in the engineers' barracks. Needless to say it was "some luncheon." Seated at the guests' table were Governor Marcus H. Holcomb, Vice-president R. A. C. Smith, engineer H. J. Hoard, O. S. Freeman, President of the Editorial Association, and Arthur S. Barnes, Secretary. No set speeches had been planned, owing to the time needed for the inspection of th dam and power plant and the automobile trip up the valley which was to follow, but after welcoming the representatives of the press who were not members of the association, President Freeman called on Governor Holcomb, who addressed the gathering and spoke of the greatness of the Stevenson project, and the need for harnessing not only the waters of Housatonic but of the Connecticut and all other rivers of the state.

* * *

Oklahoma Press Association

The largest meeting in the history of the Oklahoma Press Association was held at the Oklahoma State Fair. The editors and their families numbered about 425.

J. W. Kayser, President of the association, presided at a dinner given on the fair grounds, and introduced as the speaker E. K. Gaylord, editor of the Oklahoman and Times, who talked on labor unrest and the need for a stronger organization of Oklahoma publishers.

Following the dinner the newspapermen saw the fair exhibits and attended the races, the midway shows, and other attractions. Most of them stayed for the night

show, a gigantic fireworks reproduction of "The Battle of Chateau Thierry."

Taken as a whole, the day probably was the best press day in the history of the fair, despite the fact that the main attraction was missing. All editors, regardless of politics, expressed deep regret for the illness of President Wilson and a sincere hope for his early and complete recovery.

E. S. Brownsen, Secretary-treasurer of the press association, said after registration in the morning that the association now has more members than ever before. He said the treasury now contains about $800. Mr. Bronson was assisted in his work by his partner, N. A. Nichols.

The entertainment committee, which was a big factor in making the day a success, included O. C. Hammons, publicity director of the fair. O. W. McKowen, Western Newspaper Union; E. H. Dreier, Daily Oklahoman; E. E. Blake and L. F. Leach, Jr. O. W. Bogenshutz, publicity director of the Southwestern Bell Telephone Company, and W. E. Marsh, Western Newspaper Union, assisted the committee.

* * *

Nebraska Association Meeting

A meeting of the publishers of Woodbury, Ida, Monona and Harrison Counties was held October 10th at Sioux Falls. Each county was represented and some lively discussions were held.

J. P. O'Furey of Hartington, Neb., a member of the executive committee, was present.

* * *

Wyoming State Press Association

November 6th and 7th were the dates of the Wyoming State Press Association meeting, J. H. Walton of Cheyenne, President of the association, having accepted the invitation of the Big Horn Basin Press Club to meet on those dates with them at Portland. It is believed that the two organizations will greatly benefit by having the joint meeting.

* * *

Eaton County (Mich.) Press Association

The newspaper men of Eaton County have formed a county organization with C. P. Clarke of the Grand Ledge Independent as President and Clifford C. Ward of the Charlotte Tribune as Secretary.

* * *

Northwestern Daily Press Association

The quarterly meeting of the Northwestern Daily Press was held in Minneapolis recently. The membership of this organization is comprised of representatives of about twenty daily papers in Minnesota, North Dakota and Iowa. Fred Schilplin of the St. Cloud (Minn.) Times is president, and W. M. FaFonda of the Little Falls (Minn.) Transcript is secretary.

The association has opened an office in the Palace Building, Minneapolis, for the purpose of handling foreign advertising. R. R. King, advertising representative of several farm publications, is in charge, and R. M. Palmer is field man.

The annual meeting of the association will be in the Hotel Radisson, Minneapolis, the second Monday in January, at which the annual election of officers will take place.

* * *

Minnesota Editorial Association

The executive committee of the Minnesota Editorial Association held a meeting in Minneapolis to perfect arrangements for the annual meeting of the association which will be held in the West Hotel, Minneapolis the third Thursday and Friday in February.

One of the features of the coming meeting, which was decided on, will be a patriotic banquet, at which the principal speaker will be some man of national prominence who stands strongly for patriotism. In view of the active part taken in the late war activities by women, it is also the purpose to give women a prominent part in the program, and an address by some leading woman worker will find a place on the banquet program. Other features which cannot yet be announced are under preparation, and it is the idea of the committee to make the program so strong that a large attendance of the membership will be attracted.

It is probable that F. P. Mann of Devil's Lake, D.D., the merchant who through effective advertising ideas does a $600,000 business in a 5,000 population town, will be heard by the newspaper men. Invitations to speak will also be extended to the President of the Northwestern University, Evanston, Ill., and to Secretary of the Interior Lane.

* * *

Utah Press Association

The semi-annual convention of the Utah Press Association was held October 13-14 at Price.

At 8 A. M. on Monday the editors gathered and loaded into automobiles with members of the Price Commercial Club as guides, and a quick run was made to the big coal mine at Hiawatha, Utah, eighteen miles distant.

The United States Fuel Company officials took a day off in order to give the editors an opportunity to inspect the model mining system, together with its safety equipment and community welfare scheme.

After dinner a quick run was made back to Price for a drive around "the Biggest Little City on Earth."

Two banquets in one day make quite an event, but Price had arranged for four banquets in two days, with two good substantial breakfasts thrown in. Monday evening the Utah editors gathered around the banquet board at the Carbon County High School, where dinner was served by the domestic science girls of the school. Music was furnished by the high school band. Following the banquet, an address of welcome was made by Mayor George A. Wooten, to which President James H. Wallis of the association and publisher of the Vernal Express, responded. An excellent program followed, ending with a dance in the high school gymnasium.

Though Monday had been a strenuous day, Tuesday was even more so. At 9 A. M., a short business session was held and a few important matters which could not be held over until the regular business session in April, were taken up. At eleven a luncheon was ordered the association by George T. Odell, formerly state director of the War Savings organization, as an appreciation of the efficient assistance which the publishers had given him in his work. Shortly after noon the editors again took automobiles and motored some twelve miles to Castlegate mining camp. Here the officials of the Utah Fuel Company took the association in hand and turned the mine over to them. A visit was made through the entire inside and outside workings of the mine.

The fourth banquet of the association was held Tuesday evening, with the Utah Fuel Company as hosts, and a worthy host it was. During the excellent program that followed, the guests and the hosts vied with one another in boosting the Utah Press Association, the people of Price and Carbon County. All in all the convention was voted by all present as one of the most successful and

enthusiastic that has ever been held. To H. W. Cooper, publisher of the Price News-Advocate, is due the thanks of the association for the invitation to come to Price, and to both Mr. Cooper and R. W. Crockett of the Price Sun, is due the thanks of all present for the cordial reception given them.

* * *

Massachusetts Press Association

Condemnation of the Boston policemen for deserting their duty, coupled with unstinted praise for Governor Coolidge and Commissioner Curtis, was evident at the monthly meeting of the Massachusetts Press Association on Monday, September 15th. The meeting took place at the United States Hotel, following luncheon, and President Ernest H. Pierce presided. After a discussion, the association voted unanimously to appoint a committee of three to draft resolutions and present them personally to the Governor. Those named on the committee were Hon. Thomas Leavitt, of Dorchester, J. Lee Robinson of Cambridge, and C. E. Ordway, Jamaica Plain.

The meeting of the association was made interesting by reports of the convention of the National Editorial Association, in the Canadian Northwest, the past summer, John Brimblecom and I. M. Marshall speaking. This organization voted to meet in Boston next summer and President Pierce was authorized to appoint a committee to make the needed plans.

Other speakers were Bryant Hall and Carl Prescott, two returned service men, who told of their experiences in camp and abroad, speaking particularly of work in connection with publishing regimental and even company newspapers in France—oftentimes under great difficulties.

NATIONAL EDITORIAL ASSOCIATION NOTES

By H. C. Hotaling, Field Secretary

10,000 Members in 1910—All Working for a Common Interest

Minnesota publishers are still doing a little looking around with a view of establishing a paper mill to supply paper to the publishers, as the State prison plant furnishes twine to the farmers for their grain.

J. C. Brimblecom, one of the National Editorial Association executive committee men has been doing duty at Boston as a member of the State Militia for the past several weeks, owing to the policemen's strike. He has been relieved and is back at his newspaper work at Newton.

Your field secretary wants the names of 1,000 publishers who have sufficient faith in the future of their business to take out sustaining memberships in the National Editorial Association. Such memberships will hasten the day when some of the problems which are vexing the publishers will be settled.

With the constantly advancing prices of everything that goes into the making of a newspaper it is almost unbelievable that there are still publishers selling their publications at $1 per year, or in other words doing business for the fun of it for such a proposition is one that loses money every issue. No country weekly should be sold for less than $2 per year.

John L. King, President of the California Press Association, was in St. Paul last Saturday. He stated that publishers in his state were buying print-paper at five cents and was surprised at the prices being charged in the Middle West within a short distance of the Wisconsin and Minnesota mills. We were recently informed by a large wholesale dealer that paper could be purchased in Omaha cheaper than in Minnesota, which also seemed very peculiar. No one will deny but the paper manufacturers are being compelled to pay higher wages than ever before and higher prices for pulp wood, yet after conceding all these it must be admitted that they are making exhorbitant profits. The question is how can the paper manufacturers justify themselves in taking advantage of a shortage to exact the last pound of flesh, to demand prices that are calculated to drive out of business the very forces which are battling to save America from Bolshevism. They may realize this when it is too late.

It is quite likely that G. L. Caswell, Iowa's efficient field secretary, will have a place on the California program next February. If so, he will make an earnest plea for coöperation with the National Editorial Association. Mr. Caswell has had sufficient experience with secretary work to know that the national field needs every ounce of backing that can be given it.

February is to be a busy month as far as editorial conventions go. We shall look for added interest in the plans and movements of the National Association and for many federations. There must be a working together or we will face many difficulties both annoying and expensive to the publishing business. United action now is worth far more than serious thought a little later after the Postmaster-general has had some of his ideas put into law.

Two years ago and many times since the writer has urged conservation of print paper. We said then that unless such conservation was followed we would face a shortage—a famine in paper—as the consumption was greater than the production. We are nearing the famine point. Less than three weeks' supply is in the hands of the publishers. We are nearing the time when most contracts expire and unless the big publications voluntarily cut down pages many smaller papers will be unable to get supplies at any price. There will be no paper for sale.

Fred C. Mann, President of the North Dakota Retail Merchants' Association, who recently addressed the Inland Daily Press Association at Chicago, speaks this week before the Commercial Club Secretaries of the Northwest at St. Paul. Any newspaperman who has a field large enough to warrant a meeting of the business men of his city will find the securing of Mr. Mann for an address the best investment he can make. Mr. Mann believes in printer's ink and the story of his business success is convincing truth of the power of newspaper advertising. Mr. Mann is available for a few dates after January first.

Note change in the address of the Field Secretary. He is now located at 705 Commerce Building, St. Paul, Minn.

COLLEGE ISSUES BULLETIN ON VALUE OF ADVERTISING

The Extension Division of the South Dakota State College has published a 28-page illustrated bulletin on "Advertising Farm Products" to help farmers in finding a wider and more profitable market. Some of the subjects discussed are: Value of advertising; advertising in the home paper and in the farm paper; how to prepare an advertisement; signboards; handling inquiries; posters; sale catalogs and circular letters. Display advertising in local and farm papers is shown to be of most value.

The bulletin is of great practical value and should have a wide distribution among thoughtful newspaper publishers in rural districts.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

PERRIN'S PERFECTION RECORDS—AD, JOB, SUBscription; will save time and money. New catalogue shows facsimiles. Postal brings it. F. J. Perrin & Co., Lawrence, Mich.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us

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are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.

Strengthen Your Advertising Literature

Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your plans or literature for preliminary analysis and quotation no obligation.

ROSS-GOULD Mailing Lists St. Louis

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

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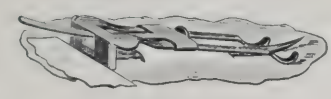

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Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

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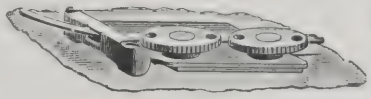
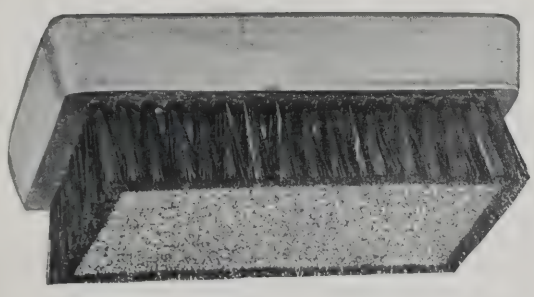


Megill's Patent
DOUBLE-GRIP GAUGES

Best Brush for Halftone and Type Forms

AMERICAN PLATE BRUSH No. 2

MADE OF FINE SPUN BRASS WIRE. FOR USE WITH BENZINE



Note the rim of bristle. Outside brass bristles do not bend and fray as in brushes without this protection. Size 2¾ x 6⅜.

Each $2.50 Half dozen $13.75

MADE ESPECIALLY for cleaning halftones, this brush can be used on the finest shaded or small size type without damage to the fine hair lines. It is a good all-around benzine brush for general use and will be found cheaper in the long run than the best quality of bristle benzine brushes.

IN STOCK AT ALL SELLING HOUSES

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NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SEVEN CHICAGO, ILLINOIS, DECEMBER, 1919 NUMBER TWELVE

U. T. A. REFUTES CHARGES OF FEDERAL TRADE COMMISSION

GENERAL interest in the Printing Industry surrounds the answer of the United Typothetæ of America, filed in December in refutation of charges made by the Federal Trade Commission.

Printers rather universally understand the important educational and business-building work being carried on by the Typothetæ, and important representatives of the allied industries have repeatedly given voluntary favorable comment on the benefits the entire industry is gaining through the U. T. A. movement. However, according to the answer to the Federal Trade Commission, that body failed to understand the important constructive benefits created by the organization.

Originally the Trade Commission charged that the Typothetæ was conducting an enterprise which, in gaining the ends set forth in its plan of operation, had adopted methods of unfair competition. In proceeding under its Three-Year-Plan, according to the Commission's further charges, the U. T. A. had obtained funds from allied interests by coercion and the exertion of illegal influence.

In a comprehensive denial, the United Typothetæ, which maintains its headquarters offices in Chicago, takes further opportunity to describe and analyze in detail its broad-guage purposes and principles of practical, business-like policies.

The association waives and ignores the fact that the complaint of the Federal Trade Commission was brought against the former voluntary association, which was not in existence at the time of the filing of the complaint and avails itself of the opportunity to make a full showing of its educational and organization activities, regardless of the fact that it is a non-profit organization and that the law creating the Federal Trade Commission plainly says that the Commission may only bring complaints against corporations or associations carrying on business for profit.

The answer sets forth in detail the purposes of the organization as defined by its charter and as has been its practice for the thirty-seven years of its existence. It shows that its constitution and charter prevents the association from at any time attempting to regulate its membership in the matter of labor control or prices of printing.

COST FINDING METHODS

The answer calls attention that its standard cost finding system is in entire accord with the reiterated policy of the Federal Trade Commission and other government departments and quotes the President of the United States, wherein in a letter to the Federal Trade Commission, he said:

"I wish to commend your efforts generally, and in particular your endeavor to assist the small manufacturer and merchant to better his condition by helping him to improve his cost accounting and bookkeeping methods."

The answer shows that investigations made in hundreds of plants and in numerous cities proves that the average net profit above actual cost in the printing industry in fifty-three cities surveyed is 3.6 per cent and calls attention that the lack of knowledge of costs is responsible for the high business death rate indicated in the reports of the Commissioner of Internal Revenue, where it is found that in the year 1917, 26.19 per cent of all manufacturing corporations in the United States showed no net income for the same year.

One of the charges of the Federal Trade Commission claimed by United Typothetæ to be wholly without basis was that this cost finding system was intended to fix prices. This is denied in the answer and a full description of the system and its effects set forth.

The answer further alleges that the Federal Trade

Commission not only in the past approved this cost finding system, which approval it now seeks to disavow, but also that the Trade Commission had urged the National Association of Employing Lithographers that they examine Typothetae system and see if its fundamental principles could not be applied to their industry.

THREE-YEAR PLAN

The Trade Commission charged that the three-year plan of Typothetæ which, by the answer is alleged to be a legitimate educational association activity, was a "coercive scheme" to collect money from printers and allied trades, but Typothetæ alleges in its answer that this is not true; that it has never been, nor could it be so used and sets forth full details of its organization and conduct. Among other things it shows that the plan is administered in conjunction with a cooperative committee of allied industries and that it has had the unqualified endorsement of more than a score of organizations among allied trades, such as leading paper manufacturers, photo-engravers, electrotypers, paper associations, envelope manufacturers, type-founders and others.

The answer alleges and sets forth in full that while the plan was begun in 1916, that owing to the intervention of the war it was not formally inaugurated until about one year ago, and that previous to such inauguration all contributors thereto were given an unqualified opportunity to withdraw therefrom and that fewer than ten took advantage of such opportunity.

EDUCATIONAL ACTIVITIES

The answer alleges that all employing member printers and local Typothetæs organized in some sixty cities, are required to supply students to the various educational courses of Typothetæ on the subject of estimating, salesmanship, cost finding, accounting, and advertising, and that under the direction of its committee of education more than 6000 students have been graduated or are now studying such educational courses which are under the direction of Dr. Frederick W. Hamilton and are approved by the business administration department of Harvard University befor being issued or used.

INDUSTRIAL RELATIONS

The answer shows that Typothetæ maintains a Bureau of Industrial Relations for the purpose of providing the printing industry with centralized investigation, coordination, analysis, interpretation and distribution of information on the problem of industrial relations between employer and employe.

Respondents further say "that the printing industry recognizes its important relation to other industries and the duty that it owes itself and other industries to at all times discharge its full responsibility in maintaining sound, economic and satisfactory industrial conditions therein."

Claiming that the Federal Trade Commission is wholly without jurisidiction to question either it or any of its activities, the answer asks that the complaint be dismissed.

Summarized paragraphs of the answer follow:

That United Typothetæ of America ceased to exist on September 16, 1919, and was succeeded by United Typothetæ of America, a corporation, under Section 180 of the Membership Corporation Law of the State of New York, and so continues.

United Typothetae of America, a corporation, admits that its members are numerous and approximate four thousand in number.

United Typothetae of America, a corporation, says that its members individually, may or may not be engaged in soliciting printing throughout the States of the United States other than the States of their respective domiciles and may or may not be engaged in transporting printed matter from State to State in due course of interstate commerce, but respondent, United Typothetæ of America, a corporation, shows that neither does it have nor has it attempted to exercise any control whatever over such commerce, or over the character, prices, terms, conditions of delivery or manufacture or production of such printing, the product of individual printers domiciled within the United States or foreign countries who are members of or may be associated or affiliated with, in any manner, the Typothetæ of America, a corporation.

United Typothetæ of America, a corporation, denies that it has any members in allied trades engaged in the manufacture of paper, printing presses, type, ink and other commodities, and the sale of the same throughout the States of the United States, the Territories thereof and the District of Columbia.

United Typothetae of America, a corporation, denies that it, through its officers and members or its predecessors in interest, has inaugurated a campaign, the object of which is to collect assessments from manufacturers and merchants throughout the United States who sell paper, printing presses, type, ink and other supplies to employing printers and from associations allied to the printing industry, the money so accumulated to be applied to "alleged" educational purposes, but mainly to induce employing printers to use a uniform system of cost accounting and a standard price list, but alleges, on the contrary, that the design, conduct and use of said "Three-Year Plan" and the moneys accumulated thereunder are for proper and legitimate educational-advertising activities.

United Typothetae of America, a corporation, denies that coercive methods have been authorized or countenanced either by it or by the United Typothetæ and Franklin Clubs of America, or by any of the agents, officers, servants or employes of them or either of them, and denies that by any activity of

United Typothetæ of America, a corporation, United Typothetæ of America, or United Typothetæ and Franklin Clubs of America, or by any act of any agents, officers, servants or employes of them or could any employing printer discriminate in the purchase of supplies required by them or did or could any employing printer favor those who had subscribed to said fund.

United Typothetæ of America, a corporation, denies that it or United Typothetæ of America, United Typothetæ and Franklin Clubs of America, or any of the officers, employes, agents or servants of them or either of them, do now or have in the past intimidated or attempted to intimidate any manufacturer or dealer in printers' supplies causing or attempting to cause any such manufacturer or dealer to contribute to said fund against their will.

United Typothetæ of America, a corporation, denies that either it or United Typothetæ of America, United Typothetæ and Franklin Clubs of America, or either of them, or any officer, agent, servant or employe thereof, or of either of them, have compelled any manufacturer or dealer in printers' supplies to pay a bonus or gratuity as a condition precedent to the sale of supplies to members thereof, or to any other organization, as charged in said complaint.

United Typothetæ of America, a corporation, denies that it or United Typothetæ of America, United Typothetæ and Franklin Clubs of America, or either of them, has, through its "Trade Matters Committee," adopted the practice of attempting to control in any unlawful or improper manner the matter of terms on which manufacturers of printing presses, type and machinery should sell their output to printing establishments except in the lawful and commendable manner hereinbefore set forth.

United Typothetæ of America, a corporation, denies that the "Standard Cost System" and "Standard Price List" of United Typothetæ of America, a corporation, United Typothetæ of America, United Typothetæ and Franklin Clubs of America, or either of them, are largely devices calculated to establish a uniform scale of prices throughout the printing industry, but, on the contrary, allege that such systems are truly systems of account and accounting practices entitled to the wide use and practically uniform approbation that they have received as hereinbefore more particularly described and set forth.

United Typothetæ of America, a corporation, admits that as hereinbefore more particularly set forth United Typothetæ of America and United Typothetæ and Franklin Clubs of America have announced in bulletins published and circulated by them that the United Typothetæ of America "Cost-Finding System" has been approved by the Federal Trade Commission as more particularly hereinbefore set forth and described. It further shows that such approval was an accomplished fact and that the Federal Trade Commission is without power, authority or jurisdiction to recall or attempt to recall or modify such accomplished fact.

United Typothetæ of America, a corporation, further shows that it is not nor were its predecessors in interest, or either of them, a company, association or corporation, either incorporated or unincorporated, which is or was organized to carry on business for profit and having shares of capital or capital stock, nor is or was it, or was any predecessors in interest a company or association, incorporated or unincorporated, without shares of capital or capital stock, organized to carry on business for its own profit or that of its members, but that, on the contrary, it is and its predecessors in fact have been voluntary associations conducting normal and regular educational and association activities, not for profit but for the general interest, welfare and betterment of the printing industry, as more particularly hereinbefore set forth, and United Typothetæ of America, a corporation, shows that Section 5 of the Act of Congress, approved September 26, 1914, entitled, "An Act to Create a Federal Trade Commission, to define its powers and duties, and for other purposes," provides:

"The Commission is hereby empowered and directed to prevent persons, partnerships, or corporations, except banks, and common carriers subject to the acts to regulate commerce, from using unfair methods of competition in commerce."

"'Corporation' means any company or association incorporated or unincorporated, which is organized to carry on business for profit and has shares of capital stock, and any company or association, incorporated, without shares of capital or capital stock, except partnerships, which is organized to carry on business for its own profit or that of its members."

Wherefore, United Typothetæ of America, a corporation, denies the jurisdiction of the Federal Trade Commission over either itself or its predecessors in interest, United Typothetæ of America and United Typothetæ and Franklin Clubs of America.

And United Typothetæ of America, a corporation, for itself, its predecessors in interest, and all those named therein, denies all and every manner of unlawful or illegal activities in the bill of complaint charged, and having sufficiently answered, explained and traversed all of said allegations in said complaint contained, and showing that said Federal Trade Commission is wholly without warrant in law and wholly without jurisdiction to file, institute or maintain the complaint aforesaid, prays that the same be promptly dismissed as a partial recompense for its damages in this behalf most wrongfully sustained.

THE POWER OF THE PRINTED PICTURE

BY H. A. GATCHEL, PHILADELPHIA, PA.

POWER is a word frequently used, but how many people fully understand what it actually means? When it is considered as a property of substance "which produced a change" it can readily be understood why it is used in this connection with the "printed picture." A picture, as we all know, attracts attention and carries through the eye a message to the mind which may *create an opinion* and impress the *memory* and *cause* action, which are three important fundamental factors in advertising.

Today advertising is probably the most important as well as the most powerful force for creating and spreading business throughout the world—therefore it is but natural that the Power of the Printed Picture should be and is utilized as one of its most important factors.

It is a trite old saying that pictures speake louder than words, but they do even more than this, as they speak in a language that is universal and requiring no idioms or dialects can be understood by the young or the old of all nationalities.

The *Power* of the Picture does not stop in merely attracting attention or illustrating the text, but it quickly tells a story with brevity and clarity and with its possible world audience powerfully impresses the minds of many people.

In many instances, due to lack of time or interest, individuals will not take the trouble to read the text very thoroughly but depend upon the pictures to tell them the message or story.

From records of the earliest ages, going back probably 50,000 years or more, it has been found that man, realizing unconsciously the power of the printed picture, utilized it as shown by the engraved records on stone to tell of migrations and conquests or other interesting important historical facts.

Further, early writers or artists used the picture to embellish and illustrate manuscripts and writings, so as to give more expresssion to their thoughts, for which they lacked a suitable vocabulary.

At the present time we find this same idea has been utilized in illiterate Russia, where the ignorant peasants depend upon the power of the printed picture to convey to their minds the business conducted by stores or public houses, or for other general information.

As little children we all of us can recall how we were taught from pictures, which appealed to us and made the lessons more easily learned by quickly conveying the story to our immature minds.

When we consider that from the earliest periods of history that we have been surrounded on all sides with a practical demonstration of the use of the power of the printed picture, it is not strange that this same power has been utilized as it is today for creating and developing business—that great force which dominates the world.

At first it seems strange that this same power should not have been recognized and used more largely in the times gone by without waiting for so many proofs of possible accomplishment, such as has been realized, during the recent world war by the extensive use made of the power of the printed picture for recruiting soldiers, floating loans, etc.

This may possibly have been due to the *apparent* cost of preparing plates or developing a method for economically producing the picture. But with the discovery and development of the possibilities of photography and chemistry, photo-engraving came into existence, which, as everyone knows, is a comparatively economical method of preparing an engraving or plate from which the picture is printed.

In the early days of Photo-engraving the plates were made for printing in one color only, but gradually bringing into play the laws of psychology, perhaps unconsciously at first, many forms of treatment have been evolved which intensify their attractive power and finally consideration has been given to the added value derived from the use of color.

At first color work was sparingly used on account of its apparent cost, but from careful analysis and study it was found that added value from the increased results obtained in many instances more than compensated for this increased cost of preparation, and now-a-days the added power of colored pictures is being widely utilized by national advertisers in the preparation of their displays for the numerous magazines and periodicals.

In the preparation of the Photo-engraving, judgment must be exercised in not trying to buy such work on too 'cheap" a basis. When the power of the picture is carefully considered, the fact must be borne in mind that it is impossible for it to be "too good" for the purpose for which it is to be used, as can be proven in the value of the results to be obtained.

This does not mean that in every instance that the most expensive form of engraving should be used for producing a picture. The quality of the work should always be of the best, but for different purposes it may be produced in different grades of several different styles of treatment and finish, at different costs—hence at the outstart careful consideration should be given the purpose to be accomplished, and the practical requirements for the paper and printing needs of the printer, which is a service being cooperatively rendered by some of the Photo-engraving houses of the country.

THE BUREAU OF INDUSTRIAL RELATIONS

A New Service to Members of the United Typothetae of America

WHY A BUREAU? Labor is over 27% of the total cost of printing, according to an analysis recently made by the U. T. A. Service Bureau. Surveys which have been made in 40 cities show a total mechanical payroll of $27,000,000. Wise business administration would seem to require that just as much real constructive study, time, effort, energy, and money be expended on the labor costs of the industry as there is on the other costs, particularly when it must be clear to every thinking man that the problem of human relations in industry bristles with thorny complications, social and political, which reach to the very foundation of the industrial structure. The big task now is to find some basis of understanding along constructive lines through scientific study, not only of the aspirations of labor, but of the economic and management factors.

This need has been recognized in the development of organizations to study, to interpret the facts, and to assist in working out constructive labor policies for many of the industries—notable among which are Clothing, Textiles, Oil, Farm Implements, Meat Packing, Retail Dry Goods, and others.

Action Taken to Establish Bureau

Recognizing the urgency of this need, the U. T. A. Executive Council through the appointment of an Industrial Relations Committee consisting of Messrs. H. P. Kendall, Chairman, David L. Johnston, William Green, and Wm. J. Eynon, took action as far back as January.

This committee outlined the general scope of work for a Bureau of Industrial Relations, and upon its recommendation a director was secured in April, 1919, to get the work under way. The personnel of the Bureau now consists of a Director, Assistant Director, and a research and clerical staff.

General Purpose

To provide within the Printing Industry centralized investigation, co-ordination, analysis, interpretation and distribution of information on the problem of industrial relations between employer and employee which will eventually lay the foundation for the formulation of broad, constructive policies leading to greater uniformity in wages and existing conditions and to the elimination of strikes through voluntary conciliation and arbitration.

To render consulting service in labor adjustments, or in local negotiations, and on other phases of industrial relations.

Policy

Non-partisan, all work being undertaken in the spirit of scientific research to get the facts. Information, and not confirmation, will be the objective to be achieved. Open minded inquiry to be made into any controversial proposals, the proper ratio of apprentices, democratic plans, shop committees, industrial councils, and the like, to ascertain their economic, hygienic and legislative soundness, and to indicate by recommendation what action it is deemed advisable to take in view of the facts. Service is to be constructive and information valuable to all members irrespective of their individual labor policy.

Organization

Bureau at central headquarters of the United Typothetæ of America, co-ordinate with the Bureaus of Advertising, Research and Service, Organization, etc., in charge of a Director who reports on all administrative matters to the Executive Secretary, but acts under the general policy guidance of the executive officers and the executive council. Correspondence on policy questions will be prepared for signature of the President and transmitted to the President through the Executive Secretary.

All other correspondence will be carried on directly by the Director of Industrial Relations, or the person whom he delegates to act for him.

Local Co-operation and Contact

The value of the Bureau will be in direct proportion to the assistance it receives from the local organizations of the U. T. A. It is proposed that as a definite method of insuring co-operation and contact that Local Industrial Relations Committees be organized which will have a continuity of existence, in place of the labor or scale committees as they are now called, and which in many cases come into existence to meet a complicated labor situation on possibly twenty-four hours' notice.

The functions of such committees would be:

(1) To deal with local problems.
  - (a) Conduct wage negotiations.
  - (b) Secure data on cost of living, economic factors of industry and all other factors affecting wage negotiation.
  - (c) Act in case of strikes and controversies.
  - (d) Handle the employment problem.
  - (e) Survey and study the apprenticeship problem.
  - (f) Be informed on working conditions and local labor policy, i. e., relationship between closed and open shops.

(2) To establish contact between local Typothetæ and the Bureau of Industrial Relations and to keep the National Bureau currently informed of the local activities and situations. This is necessary if the Bureau is to function efficiently.

In large cities where there is a sufficient volume of work and the local can afford it, it is thought advisable to appoint a local director of industrial relations who can constantly be working on these problems. It is necessary to have accurate data and someone always on the job to be able to meet the labor organizations on an equal basis.

How the Bureau Functions

The Bureau has secured cost-of-living and wage data from authoritative sources and prepared this information so as to show comparison in wages and the cost of living in different cities. Charts have been prepared showing the trend of wholesale and retail prices over a period of years, and presenting the increases in cost in different cities in the items actually entering into the family budget. These charts have been used effectually in establishing the actual increase in living costs in recent wage negotiations in different cities.

Information and advice have been given to members or secretaries of local Typothetæ representing the different sections of the United States, who have written into the Bureau regarding such subjects as strikes, labor supply, wage negotiations, wage scales, hours of labor, cost of living, profit sharing, apprenticeship, and shop committees. These requests for information thus far have averaged over fifty a month.

Much of the time of the director has been spent in consulting service. He has been called in in an advisory capacity on local labor situations in Boston, New York, Philadelphia, Baltimore, Washington, and other printing centers. The Bureau was represented in recent wage nego-

tiations in Chicago by the assistant director, who furnished statistical assistance.

Every effort is being made to establish contacts with men and organizations doing work in the industrial relations field. Plans are under way for the promotion of economic surveys of the printing industry to be undertaken by the local Typothetæ of different cities in co-operation with the bureaus of business administration of nearby universities. The Bureau is serving in advisory capacity in an economic survey of the commercial branch of the printing trade of Chicago, which is being undertaken co-operatively by the Franklin Typothetæ of Chicago and the Bureau of Business Research of the Northwestern University School of Commerce.

Work Under Way and in Prospect

The Bureau is compiling current cost of living and wage data, and has in preparation additional memoranda on wage negotiations, shop committees, and allied subjects. A summary and analysis are being made of the differences in the contracts existing between the employing printers and the unions in different parts of the country. Data are being collected on methods adopted by other industries in dealing with their labor problems. An attempt is being made to get at the economic factors other than the cost of living which enter into wage negotiations The Director plans to visit as time permits the most important printing centers to acquaint the membership of the United Typothetæ with the work of the National Bureau and to assist in the formation of local industrial relations committees and discuss phases of the labor problem.

How to Use the Service of the Bureau

Write in directly to the Bureau of Industrial Relations stating the facts as fully as possible and make the request clear as to just what point advice is desired upon.

Organize local industrial relations committees which will keep in contact through their local secretary with the National Bureau, and employ, where the importance of the work justifies it, a local director of industrial relations who will exchange information with the National Bureau

Send in items of interest on any phases of the labor problem so that the information can be disseminated among members. Request personal consulting service in case of wage negotiations or controversies.

Copies of the following, which have been prepared by the Bureau for distribution, may be secured upon request: Memoranda dealing with Apprenticeship, Shop Committees, Cost of Living, and Profit Sharing; pamphlet "Helpful Hints for Dealing with the Wage Problem," which tells where to secure authentic cost-of-living and wage data, and how to use this information in wage adjustments.

Address all inquiries to
Bureau of Industrial Relations
UNITED TYPOTHETAE OF AMERICA
608 South Dearborn St.
Chicago, Ill.

TWO COATS FOUND—WHO ARE EDITOR-OWNERS?

To Mr. Albert Tozier, 17th President N. E. A., residing at 293 East 54th St., Portland, Oregon, has been intrusted the care of two coats lost by their editor-owners while touring the states of Washington and Oregon, in connection with the last convention of the National Editorial Association.

The question is, who are the owners?

Mr. Tozier writes: "The coats will gladly be expressed to the owners as soon as identities are established."

PRESIDENT SCOTT OF INTERNATIONAL TYPOGRAPHICAL UNION OUTLINES POSITION

In a circular recently sent out and addressed to the members, by M. G. Scott, president of the International Typographical Union, clearly and plainly states the position of the officers of that body. This circular makes clear the position of the I. T. U. on the demands for shorter hours, refusals to arbitrate, and other radical stands taken, without authorization, by locals in several cities.

The following are significant extracts:

"The statement or insinuation that the International Union has issued an order instructing local unons to refuse to arbitrate the inauguration of the forty-four-hour week is deliberately and unqualifiedly untrue. The Donohue resolution is not an international law. It is not an order to do anything but to negotiate. It can not be twisted or distorted to justify any deviation from the policies which the Scranton convention again reiterated in a resolution presented by the committee on subordinate unions, as follows:

"'We recommend that the executive council be instructed to suspend the charter of any union which violates its contract or which refuses fair arbitration in any dispute which may arise under that contract or in the negotiation of a new agreement."

"The above recommendation was adopted by a unanimous vote of the convention, and once more the International Typographical Union was placed on record as endorsing the principle of fair arbitration where conferences of conciliation fail."

The standpoint of non-arbitration taken by the "Big Six" is described as follows:

"In the existing controversy the employers' proposal to continue the forty-eight-hour week is held to be not arbitrable by the same authorities. The stupid inconsistency of the position taken by the representatives of No. 6 on this point is thus established."

A number of other excerpts from this circular will make interesting reading, indicating as they do the sane viewpoint of the men in whose hands rests the safety and integrity of the unions of printing trades employees:

"In a conference with the officers of Typographical Union No. 6, held in New York last June, members of the Executive Council made it very clear to President Rouse and his associates that if the Closed Shop Branch of the United Typothetae ratified the agreement to establish the forty-four-hour week on May 1, 1921, the Executive Council positively would not authorize No. 6 or any other union to inaugurate a strike to enforce the forty-four-hour week prior to that date. The position taken by the officers of the International Union was based on the authorization of the membership as expressed in the result of the referendum vote taken in May. Under the circumstances, any other course would have been disreputable and dishonest. The suggestion that an exception should and could be made in New York was promptly rejected. The executive officers of the International Union never have and never will place the organization in an indefensible position. The integrity of the International Union will be preserved at all times, regardless of threats of any character.

"While Typographical Union No. 6 is the largest organization of printers in the world, the interests of its members are no greater than those of the members of its sister unions, who are equally interested in the inauguration of a universal forty-four-hour week in the commercial printing industry. It is inconceivable that a majority of the members of 'Big Six' would jeopardize

the forty-four-hour week internationally in order to win it locally prior to the date fixed in the agreement with the employers.

"Negotiations for the inauguration of the forty-four-hour week to be effective on May 1, 1921, have been practically completed. These negotiations have been conducted by duly authorized representatives of the international printing trades unions whose members will be affected and by authorized representatives of the international associations of employers in whose printing offices the members of these unions are employed. Since this arrangement has the approval of a large majority of the members of these international organizations, it necessarily follows that the executive officers of the international unions most emphatically repudiate and condemn the unauthorized action which the spokesmen for several of the local printing trades unions have announced will be taken on October 1.

"The responsibility for this desperate situation cannot be evaded. It rests squarely on the shoulders of a few leaders who have refused to abide by the laws of their international unions and to accept the decisions voiced by a majority of their members. If thousands of members of the New York printing trades unions are thrown out of employment, they will know who is responsible for their unnecessary sacrifices. If other thousands are forced to pay unnecessary assessments to finance this unsanctioned undertaking, they, too, should realize that they are following false prophets who lead the way to inevitable disaster.

"Incoherent ravings of men temporarily or permanently mentally unbalanced, scurrilous attacks and vicious lies never have won a victory for decent trades unions. The square deal and the fair deal will survive long after the maggots have feasted on the carcasses of the wild-eyed radicals who are leading the members of their organizations into a pocket from which there is no escape.

"The officers of the International Typographical Union will not be swerved from the stand which the majority of the members of this union have repeatedly and emphatically ordered them to take. We will not support the officers or members of any local union which rejects fair arbitration. We will not participate in any undertaking with the Bagleys and Nolans of the trades union movement.

"If there ever was a time when the members of the typographical union should beware of criminal incompetence in leadership, that time is at hand. The reputation and the destiny of Typographical Union No. 6 is in the custody of its members. It is within their power to break up this malodorous combination whenever they desire to do so."

BIG STORE ADVERTISES ADVERTISING

Marshall Field & Company, of Chicago, have the reputation of doing all things well and the issuance of a booklet calling the attention of the public to the intrinsic value of their newspaper advertisements was done in harmony with their traditional painstakingness.

The frontispiece of the booklet in which the reproductions appeared contains the following:

"There are many things in our advertisements of moment to the public—editorials of general interest, announcements of store policy and merchandising news of vital import to the household. Constant reading of our published announcements will bring its own award."

COMMITTEE OF INLAND DAILY PRESS ASSOCIATION REPORTS ON PRINT PAPER SITUATION

The committee of the Inland Daily Press Association, consisting of Messrs. F. D. Rainey of the Decatur, Ill., Review and F. W. Woodward of the Dubuque, Iowa, Telegraph, which met with American Newspaper Publishers' Association and the Southern Newspaper Publishers' Association, in extraordinary session in New York, November 12, compiled a most interesting report of their findings, the text of which originally appeared in the Association Bulletin. In introducing the report, the resourceful secretary, Mr. Wil V. Tufford, of Clinton, Iowa, said, in part:

"The seriousness of the crisis facing the publishers demanded drastic concerted action, and that a well constructed plan was evolved from the thought and fund of knowledge present at the meeting is substantiated by the manner in which the general plan for conservation has been accepted.

"It has been well said that harmony was a keynote of the meeting. How much more pleasant is it to deal with manufacturers on a friendly basis.

"Some time prior to the meeting in New York, it was very apparent that the publishers were being brought to light on the question of their attitude toward the paper manufacturers and this general opinion had so crystalized that it was accepted as a universal fact when the meeting was called to order by President Franklin P. Glass, at which both paper men and publishers laid their cards upon the table and started a movement 'that all might live.'

"Let me suggest that every member of the Inland give to the following resolutions, as read and adopted, his best thought, and let them serve as a guide until the crisis has been passed. The salvation of the interests of our profession rests strictly upon the willingness of the publishers to follow the action taken at the New York meeting:

"Resolutions Adopted

"'Paper manufacturers have told us that there is a world-wide shortage of paper. At the present rate of consumption the newspapers are using about 10 per cent more paper than is being produced. This means an annual shortage on the present basis of approximately 210,000 tons. Your committee therefore recommends:

"'That the regulations of the War Industries Board for the conservation of newsprint be strictly adhered to, and that the full text of all these regulations be sent to all the daily and Sunday newspapers of the United States, whether or not they are members of the A. N. P. A.

"'That publishers everywhere be urged to materially increase advertising and subscription rates, and at the same time limit the size of their issues.

"'That no newspapers enter into a yearly contract for advertising at a fixed rate, but make rates adjustable monthly or quarterly.

"'That the A. N. P. A. send out a standard form of adjustable contract for advertising.

"'That the paper committee strongly discourage the hoarding of print paper.

"'That the white paper committee and the legislative committee of the A. N. P. A. urge the enactment of such legislation as will permit the development of water power so that our timber lands may be made fully available for the manufacture of wood pulp, lumber, and paper, and we also recommend that Congress be urged to take steps that will induce the Canadian Government to repeal the

order in council prohibiting the export of wood cut from crown lands.

"'We recommend that the President appoint a committee on conciliation for the purpose of adjusting differences between publishers in competitive territories.

"'That the members of the committee be selected with the view to covering the entire country.

"'That this committee formulate such plans and recommendations as will assist in adjusting existing differences so far as possible; that each member of this committee be given allotment over certain territory and be authorized to appoint subcommittees to deal with conditions in cities or competitive territories within that area.

"'It is further recommended that this committee keep the print paper committee of the A. N. P. A. informed as to its problems and accomplishments, that the entire membership of the A. N. P. A. co-operate with this committee to the end that it may result in the greatest benefit to all most vitally concerned.'

"Committee on Conciliation

"Probably the most important resolution adopted was that of the print Paper Committee of the Southern Newspaper Publishers' Association, read by Mr. D. D. Moore, of New Orleans, in which it was recommended

"'That the president appoint a committee on conciliation for the purpose of adjusting differences between publishers in competitive territories.

"'That the members of this committee be selected with the view to covering the entire country.

"'That this committee formulate such plans and recommendations as will assist in adjusting existing differences so far as possible; that each member of this committee be given allotment over certain territory and be authorized to appoint subcommittees to deal with conditions in cities or competitive territories in that area.'

"The important feature of this resolution rests in the fact that these committees will be localized to such an extent that problems and questions can be acted upon and adjusted without delay. The committees will be in a position to make suggestions to and counsel with the publishers who have been laboring under the misapprehension of the ignorance of the basic principles of the publishing business.

"Another possible feature of the plan is that of eliminating foolish throat-cutting competition, a most destructive agent to economy. If the metropolitan and many of the smaller publishers could agree upon definite schedules and throw aside for the present their wild desire to secure one more reader than the other fellow, our problem will soon be solved.

"Increase Rates

"In summarizing the balance of the resolutions adopted it is needless to urge that every member of the Inland Daily Press Association increase subscription and advertising rates as he finds it necessary.

"With material, labor, and every element of expense advancing from day to day, I believe the majority of our members have their cost figures at their finger tips, and should under no circumstances, if the occasion demands, hesitate to increase rates sufficient to show a fair profit.

"As to the question of entering into no yearly contracts, let me use the Decatur Review as an illustration in this respect. Several months ago, we realized the necessity of being able to raise advertising rates at any given period and make them applicable to contracts already effective. The following clause was made a part of the local contract:

"'This contract is made with the understanding that the rate named herein may be changed by the publisher on thirty days' notice, but if the rate is advanced, the advertiser will have the privilege of reducing the amount of space named, or of cancelling the contract.'

"Any advertiser, in consequence, fully appreciates the problems of doing business of today, and no opposition to such clause can be fairly maintained.

"Water Power

"The decision to urge the economy of such legislation as will permit development of water power and that Congress be urged to take steps that will induce the Canadian Government to repeal the order in council prohibiting the export of wood cut from crown lands will encourage the building of mills in this country, and justify the increasing of capital for the manufacture of newsprint. The problem of development and increased production of newsprint within the next few years will demand our whole-hearted support."

A NEW MOVEMENT TO SAVE COUNTRY PRESS

A new movement to save the country press was given its start at Kansas City, Mo., December 4, at a mass meeting of publishers from Missouri and Kansas. The following appeal for action is being addressed to various publishers and press associations by Herbert Cavaness, the Secretary of the Committee, and editor of the Tribune at Chanute, Kansas:

"You know something must be done to save the country press.

"Unless the paper shortage is relieved and prices are held down, many papers will have to suspend.

"I am enclosing you some resolutions. Read them carefully.

"They state specific things, which Missouri and Kansas editors think will aid greatly.

"These specific things are—stopping by congressional action or P. O. Department ruling, comic supplements, magazine sections and miscellaneous feature sections in all papers, and the reviving of war-time conservation rules.

"Stoppage of paper waste in these ways, which will not vitally affect any paper, they think, will end the news print shortage and prevent wild prices.

"The country press can force these things if it turns its united batteries on Congress and the P. O. Department. We have the power, if we but use it.

"Kansas and Missouri editors are going to center their fire on the Kansas and Missouri Congressional delegations and Postmaster General Burleson. They are, also, sending these resolutions to every member of Congress.

"If the above appeals to you as sensible and practical, open your batteries on your Congressional delegations. Write them and wire them individually and get your associations to take official action—AND DO IT AT ONCE.

"This matter is being taken up with every Press Association in the country and the leading country papers of every state.

"Let's all get busy. If we do, we will get results."

The following are the resolutions to which reference is made by Secretary Cavaness:

"In view of the present abnormal condition of the news print market in which more print is being used than can now be produced, immediately threatening the suspension of the small town newspaper,

"BE IT RESOLVED, by a mass meeting of Missouri and Kansas publishers held at Kansas City, December 4, 1919, that the government either by legislation or executive order of the Postoffice Department, revive the war-time news print conservation rules; arbitrarily forbid the issuance of comic supplements, magazine sections and miscellaneous feature sections of all newspapers, as a means of conserving the news print supply of the country.

"Ninety per cent of the output of the news print mills is consumed by the metropolitan papers, who have been buying it on annual contract at less than four cents a pound. An abnormal volume of advertising has been met by them, not by conservation of tonnage, but by going into the open market and bidding for the remaining ten per cent of the total tonnage manufactured, upon which the smaller publishers depend for their supply and existence. This forces the price on this ten per cent up to a figure out of all proportion to the cost of manufacture, making the price prohibitive to the smaller publishers, and far above the average cost to the larger publisher; also, depriving the smaller publishers of their source of supply.

"BE IT FURTHER RESOLVED, that the Missouri and Kansas Members of Congress and the Postmaster General be urged to use all efforts to bring about these conservation measures vital to the country press."

J. C. MACK, Chairman,
Kansas-Republican, Newton, Kansas.
WM. SOUTHERN, JR., Vice Chairman,
Examiner, Independence, Mo.
HERBERT CAVANESS, Secretary,
Tribune, Chanute, Kansas.

THE N. E. A. LOYALTY PLAN

The National Editorial Association emblem of loyalty are now ready for distribution to newspaper publishers affiliated with the organization. After several weeks of study of the industrial and commercial situation, Mr. H. C. Hotaling, the Field Secretary, with offices in the Commerce Building, St. Paul, Minn., has secured a design and funds sufficient to supply a thousand electrotypes that typify the spirit and purpose of the loyalty platform of the National Editorial Association.

In a day when bolshevism and sovietism are infecting the commercial, industrial and social life of the nation, there is immediate need for a concerted drive against these evils which endanger the welfare of the nation and the perpetuation of those ideals for which the fathers of the Republic, as well as the men in Flanders Field, fought and died.

Arthur Balfour of England recently remarked to an American newspaper man: "Upon the rural press of America rests the fate of civilization."

In a recent dispatch received by the Department of Justice were the following throbbing sentences:

"The weekly newspaper was the first public voice to be raised in the wilderness that is now America. That voice has always been heard upon the side of high patriotism, good citizenship, and public and private morals.

"It remains today the most potent weapon the republic wields against the forces of evil, and the most powerful molder of public opinion.

"The country newspaper represents the heart of America. Not from the cosmopolitan crowds of city streets, but from the green fields, blue skies and clean living of the open, comes that elusive, though real, something that has come to be known as 'American ideals.'

"As leader, teacher, counselor and friend, the country newspaper has broken trail for one hundred years for the most thrilling example of empire building the world has ever witnessed.

"Throughout the world war the country newspaper was whole-heartedly with the government, regardless of its political faith, inspiring its following of patriotic citizens to greater and greater effort, and giving of its own slender resources to the cause.

"Not in the fields of the country press did we find the serpent of disloyalty."

The emblem should be carried at the masthead of every loyal newspaper which has identified itself with the nation wide effort to fortify those ideals and convictions which will mean safety and security for the future.

With the regular appearance of the insignia of Americanism at the top of the editorial column of the newspaper there should be an expression of conviction by the editor as to those principles and motives which will contribute to the moulding of an opinion by the reader as to what constitutes safety and sanity of thought and action for the maintenance of freedom and the building of a bulwark that will withstand the attacks of foreign propagandists. The editorial may or may not be one of length, but it should be one of positiveness, an inspired shaft of pure patriotism which will strike home.

Where a newspaper is a sustaining or contributing member (the publisher paying into the National treasury a larger sum than is necessary upon the affiliating membership basis), a line may be added below the cut, conveying the intelligence.

The N. E. A. Loyalty Emblem

In one state, for example, there are several newspapers which have manifested their belief in the National Editorial Association, its objects and possibilities, by taking a contributing or sustaining membership in addition to the fifty cents a year affiliating membership through alliance with the county or state association. If the desire is to indicate membership in local and state associations, a line may be run below the cut indicating that relationship

The electrotypes will be sent free to members which have affiliated with or are members of the National Editorial Association, but the Field Secretary suggests that in writing for the cuts that the enclosure of thirty-five or fifty cents would pay for the cost of electrotyping and mailing, and thus multiply the use of the emblems, so that still more thousands than the original one for the payment of which funds are now in hand, could be distributed.

By promptly writing to Mr. H. C. Hotaling, Field Secretary, Room 705 Commerce Bldg., St. Paul, Minn., the reader will aid in carrying on a propaganda of pure Americanism which will soon solidify national sentiment and will accomplish results of incalculable value to the nation's best interests.

ANOTHER BUNDLE OF CHRISTMAS CARDS FROM INDIA

Here is another bundle of Christmas cards from the Praja Bandhu Printing Works, Khadia, Ahmedabad, India. For several years the publishers have been sending these specimens of skill in printing to the office of the National Printer-Journalist. .

This year the specimens are a little more elaborate and a trifle more ornamental and attractive. Some of the greetings are in the native language, and others in English, but they are all beautifully presented with a skill and artistry which win admiration.

STANDARDIZATION WOULD SAVE MILLIONS

By Jason Rogers, Business Manager of the New York Globe

Standardization applied to the newspaper business would mean, not a million dollars per year of increased advertising, as brother Johns said at Boston, but many, many millions.

Standardization applied to the newspaper business would save the publishers of the country many other millions now frittered away in waste, duplication of effort and foolish competition.

At the New Orleans convention of the Associated Advertising Clubs of the World I presented a paper covering many direct suggestions for standardization, many of which formed the basis of the conclusions reached at the Boston meeting of the A. A. A. A. and newspaper men.

Hate to Make Changes

It is regrettable that most of us hate to forsake the practices of yesterday for those of today, even though convinced that we would be more successful if we did.

I suppose if it were otherwise there would be no room for the young men who are coming on to supplant us, for youth will be served in business, in war, or in athletics.

We gradually attain success in the healthful school of hard knocks and when we "arrive" we have grown to like ourselves and our methods so well that many of us sort of hate to recognize that some one outside our shop has found a better way of doing things.

I well remember how many of the old-timers hated to admit that the telephone and electric lights were an improvement on messenger boys and flickering gas jets. Most of those who clung to the antique practices are now with the angels or in the discard.

A simple thing like adopting the standard form of rate card suggested by the advertising agents to help make the selling and use of our space easier is taking too long. We all should have jumped at the chance.

Likewise the suggested form of standard order blanks perfected by the agents as a simplifying process now reposes safely in the official pigeon holes of the A. N. P. A., from which it will probably not emerge until some one on the outside puts it over.

We must standardize our practices if we are to receive and continue to receive the large volume of general advertising that we should get.

Let us all adopt the standard rate card, the standard advertising order blank, and then as a first practical thing let us all adopt the 12½ em column as standard so as to simplify the task of making cuts and designs for us.

Some of those who have gone as far ahead as the 12 em column may not be able to go back to 12½, but they can stay where they are until we can catch up with them, when we can make 12 ems the new standard.

Would Be a Big Benefit

The matter of adopting a standard page size for seven and eight column newspapers seems far in the future, but anyone who has had experience in connection with placing a full page advertising campaign in many newspapers realizes what a benefit such a stunt would be.

If we could not get all the six and seven column newspapers to go to eight columns, 300 lines deep, we would still be making great progress if we adopted three standard sizes.

For instance, six column pages (12½ em columns), 260 lines deep; seven column pages (12½ columns), 280 lines deep, and eight column pages (12½ em columns), 300 lines deep.

Full pages, quarter pages, and even two full column ads could then be arranged by only three shifts to fit all requirements of the newspapers, and the agent preparing the copy could be certain regarding the appearance of his ad in every newspaper on the list.

I appreciate that publishers "A" considers that it is he who is selling the space and that he don't give a darn how much trouble agent "B" has in getting up the ads. Publisher "A" considers that "B" don't half earn his commission anyhow.

Modern successful business has no place for such persons, and agent "B" cannot be blamed for giving first preference to those who seek to produce increased efficiency. It is perfectly natural for a dead one in one detail to be considered as having one foot in the grave regarding others.

During the past five months I have been working to develop a standard system of newspaper accounting which would produce experience figures which could be exchanged between newspapers and really provide a comparison.

In 1915 I got the A. N. P. A. to adopt a resolution for standard accounting and to appoint a committee to secure data from newspapers and work out a complete standard system, but of course nothing came from them.

Last May I started the thing myself. I got fifty different sets of forms from newspapers of all sizes, set a firm of accountants at work on them, drew up a suggested form sent out 1,500 printed sets of the forms for newspaper opinion and got back 200 suggestions.

Temporarily Blocked

I then submitted the final draft before the meeting of the Inland Press Association at Chicago a week ago, but it failed of immediate adoption because some few small town business managers had recently spent a few hundred dollars for some alleged system which they didn't like to throw out of the window, so to speak.

Before long they will realize what standardization means, for I am going ahead with the plan and will send sheets to every English language daily newspaper in the United States and get several hundred of them to adopt it from January 1, 1920.

A year ago last July I started a campaign to increase the commission of the advertising agents to a standard of 15 per cent commission and 2 per cent cash discount. I circularized and advertised the idea in the trade papers, and was amazed the other day to learn that only 105 out of 2,166 daily newspapers had failed to get into line.

We have now reached another hurdle. In fairness to the advertising agents whose increasing costs for labor, material and service must have kept pace with our own, which we have cared for by increasing rates, I suggest the adoption of a minimum standardized 17 per cent commission and 2 per cent cash discount.

The so-called general mediums now allow 15 and 2. Inasmuch as it costs the agents at least 2 per cent more to handle an account in the newspapers than in the magazines, I am for giving them a square deal.

Operative November 1, 1919, the New York Globe will allow agents a commission of 17 per cent and 2 per cent cash discount. I believe in taking my own medicine and setting the style in progressive standardization.

CONGRATULATORY

Allow me to congratulate you on the splendid editions you have been issuing recently. There is a fast opening field for a greater National Printer-Journalist, and I am glad to see it stepping up to take its rightful place at the head of country publishers' trade journals.

Yours very truly, H. E. MILES,
Adv. Mgr., The Maryville Tribune.

BERT HUBBARD, ROYCROFTER, VISITS PAPER MILL

Elbert Hubbard II, like Fra Elbertus, is gifted, or otherwise, with a facility for using picturesque English, and in "The Roycroft," successor to "The Philistine," for August, 1919, he has published "A Further Palaver on Paper," which makes good reading for any printer or publisher whose knowledge of paper manufacturing is limited.

Accordingly, it is republished in full, as follows:

A FURTHER PALAVER ON PAPER

By Elbert Hubbard II

Some five years ago, Elbert Hubbard received a letter from the Kalamazoo Vegetable Parchment Company in which appeared the following: "We have been in business since 1910. We have been complimented and cussed, called down and held up, had our backs both patted and ripped up, made friends and enemies, and we are continuing in business just to see whatnll will happen next."

"A business with that sort of spirit is sure going somewhere, and I want to get acquainted with that bunch," says the Fra. Next day saw him making a Little Journey to Kalamazoo, which is in Michigan. On his return, faithfully and religiously, as was his wont, he set down in writing his impressions thereof.

"The "Palaver on Paper" was the result. It was a stellar screed. It helped to bring increased business to the Kalamazoo Vegetable Parchment Company.

The interval elapsing between the time it was written and the present has been one continuous evolution of the K. V. P. institution—an expansion and progression period, very remarkable.

I have had my eye on this plant and have watched it grow—from a distance. A growing business is the most interesting thing I know of (except one little curly headed girl of four years, with whose love and confidence I am blessed).

The other day I got an invitation to come up and "see what we've done since Dad was along this way." I accepted the invitation. And one wonderful summer morning I found myself being whisked along the river road, north of Kalamazoo, astride a bucket of gasolene, to the home of those famous Handy Home Helpers, Vegetable Parchment, Waxed Paper and Bond Paper, which are known all over the world under the trademark of K. V. P.

So, then, this is the story of my visit, "A Further Palaver on Paper." A two-mile spin in the lap of Limousine Lizzie brought me to the mill entrance. For the last half-mile I noticed the road was smooth and oiled. My companion at the wheel informed me that on all sides of the mill approaches were sprayed periodically with oil, in order to preclude dust; "We **must** have a **clean** paper," he said, "so dust is tabu."

Later I found this super-cleanliness idea a dominant one. Many paper mills are merely honeycombs of cellars, and darkness and dankness prevail. Here are no dark corners. The rooms are lofty. Fresh air and sunshine circulate freely. Everywhere light floods the buildings. By day the sunshine enters through floor-to-ceiling windows and skylights. And every window is screened. By night (for this plant works night and day, three shifts operating) electricity makes day, the current and also the driving power being generated by a mammoth magneto. And right here let me say that the Power House is one of the finest and most complete I have ever seen—replete with the most modern and up-to-date auxiliaries. Here's a smokestack 285 feet high, that gives the smoke such a running start it just can't get back thru the windows to smut up the paper.

The goddess Hygeia reigns supreme in the K. V. P plant. The old lady whose life job is to "chase dirt" around a famous cleaner product-wrapper, is a back number to the K. V. P. people in the matter of cleanliness And it is well. Paper is so closely allied with our bread and butter and the things that we eat that it cannot be made of too clean materials, by too clean methods and processes, or by too clean men and women.

These imperative requirements are the K. V. P. Company's specialty, and it is an education and an inspiration to follow the evolution of a bale of rags—torn, discarded disreputable shreds and patches of finery—to a beautiful stack of writing paper, parchment, or waxed paper Imagine a pair of overalls—faded and ragged—becoming a beautiful roll of waxed wrappers! But such a transformation is made. I saw huge bales of rags being opened by men and placed by them in machines which extracted from them every particle of dust and dirt. I saw these rags being carefully sorted for the purpose of "cooking" in giant cookers—steam-heated cylinders of many tons capacity where the rags are thoroughly sterilized.

From the cookers the paper-food is transferred to huge vats containing chemicals and cleansers, and there it is thrashed until all signs of the textile nature of the material are destroyed.

The process is continuous from cooker to beater and now we have the pulp, or "stuff," of sufficient consistency to absorb and carry the water necessary to felt them together on the wire cloth of the paper-machine. When one remembers that not only does every class of fibre demand its own special treatment, but this treatment has to be modified and varied in each case to suit the qualities and substances of the papers to be made from it, it will readily be recognized that this pulp preparation is one of the most important and delicate operations in paper-making, and that it requires experience, skill and careful manipulation

To attempt to describe the paper-making machine is an injustice to that wonderful mechanism. It takes a soft loosely-formed breadth of pulp, introduces its component parts until they co-operate and become one grand body.

The pulp is carried on a wire cloth for some distance given sundry shakes, transferred to a felt belt and squeezed, carried a little further and then allowed to toddle along by its lonesome until it comes to a series of steam heated drying cylinders emerging, eventually, at a point half a block away from where it started, a web of paper clean and beautiful.

Hashed, thrashed, washed, re-washed, mashed, bleached —that bale of rags has been regenerated, born anew, converted into sheets of paper whereon we may write, paint print or stamp our thoughts; it has been made into hygienic wrappings for the things we put into our mouths, or the multiplicity of uses paper is now wedded to.

Thousands of tons of fibre pulp are also used by the K. V. P. in the making of their products.

Water plays a large part in paper-making.

The K. V. P. carry out their cleanliness slogan to the extreme here. No grimy, roily water for them! The water they use must be clean, clear and free from all impurity So they have driven wells of great depth to secure such water. There are fourteen of these wells operated by compressed air supplying the clear, clean water eminently fitted to the use of the K. V. P. people, whose famous products are unexcelled by reason of this insistence upon **perfect cleanliness.**

"Trifles make perfection, but perfection itself is no trifle," said Michelangelo.

The K. V. P. people accept that postulate. They are ever on the lookout for imperfections—seeking the remedy —guarding against them.

It is the power of duly appreciating the importance of little things that has given the K. V. P. Company a premier position in the great industry of paper-making. It has been said that if the nose of Cleopatra had been a little shorter it would have changed the history of the world; and it may be here stated that if the guiding spirits who head the K. V. P. Company had lacked the prescience, persistence and thoroughness with which every detail concerning paper-making has been attended to, improved and perfected, the huge mill on the river road, north of Kalamazoo would never have materialized.

The plant is being continually added to. As "Jake" Kindleberger says, "We are going on and up. A little better and more efficient as time flies. We must get that hundred-per-cent efficiency."

Mr. Kindleberger (or "Jake" as he is affectionately called by every one in the plant) is the BIG MAN of the Company. He has been with it since its inception and believes in the firm he is working for—and in himself. "Jake" lives right side of the mill. He works all the time, is the first on the job in the morning and last out at night. He is plain, unpretentious and modest—as most big folks are.

Ideals are the world's masters. They are the couriers of the mind, and where they, in a healthy and normal state go, I hold it to be a prophecy that realization can follow.

Established nine years ago, with the ideal in paper mills and paper-making in mind, the K. V. P. has pursued that objective. The result is an institution that is declared to be the last word in paper mills and paper-making — a tribute the K. V. P. officials appreciate, but one that in no way deters them from constant search for improvements.

Even as the horizon recedes from the traveler as he treads the open road, so do the ideals of the K. V. P. officials and management recede. They are an alert, able, sanguine bunch, enthused with their work, full of belief in their products, pride in their plant and helpers, saturated with Americanism and endowed with the traits that have won for our nation a foremost place in the world of industry. They have the go-ahead spirit. They have optimism and the capacity for team work.

I was curious to see what conditions environed the workers at this model paper mill. There are so many belly-aching, lamenting Jeremiahs and calamity Janes around these days peddling "'Ware Bolshies!" wares, and warning against "The threatened Red Terror" that I wondered if I should find a chemical trace at Kalamazoo—for it is reputed to be a pretty hot town. (Keep away from that stove, Steve.)

What I did see was this: a happy, contented group of some four hundred men and women, well paid, working under ideal conditions in a mill, the acme of cleanliness and order, a mill filled full of the most modern and labor-saving machinery, a mill which was a hive of busyness, business and co-operation and intelligent activity. They never had a strike. There was confidence between worker and management. Every one was on to his job. There was an atmosphere of comity and goodfellowship throughout the place. There were shower baths, a welfare hall, where get-togethers, musicales and dances are held periodically. And there is a Sunday School held in the same hall for the benefit of the workers and their children! A finely equipped kitchen and well-furnished dining room where meals, at cost, are served the workers, is a huge success. The food is well selected, finely prepared, cooked and served. I know, for I dined with the happy bunch!

The community idea is strong. There is a big demand among the workers for land in the vicinity of the plant, and quite a number of bungalows have recently been erected. This building of homes is in every way encouraged and assisted by the K. V. P.

Truck and flower gardens surround the mill, a monument to the helpfulness of the Company and the loyalty of the workers.

The Bolshevist element is nix and nil at the K. V. P. paper mill, I guess so! Leninism does not thrive in such an atmosphere and the itinerant Trotzkys may as well trotoffski!

With such ideal environment and conditions, with such facilities at their disposal, is it not natural that the products of the K. V. P. should be super-excellent?

These products are known the round world over. They have been tested and tried. They have proved their value, usefulness and absolute reliability. Hence, wherever the letters K. V. P. grace a package of writing paper, waxed paper or vegetable parchment, they are accepted as the sign-manual of service and satisfaction. From the papyrus of the ancient Egyptians to the bond paper of the K. V. P. is a long step. The vari-colored bond papers of the river road mill are a delight to the artistic eye, and bookmakers and printers welcome them as being reliable stock, lending themselves to clear typography and illustration.

The waxed paper of the K. V. P. products is of unequalled excellence. The wax with which the paper is coated is from India. It is the purest obtainable and of peculiar qualities, being extremely slow to be influenced by heat. Hence it is that K. V. P. waxed paper is much sought after by candymakers and by others whose products find sale in tropical or semi-tropical countries, and which need the protection of a hygienic, dust-proof, germ-proof, sealed-tight package or covering.

The wax will not run off K. V. P. waxed paper. It is there to stay—an odorless, ivory-finished, waxed paper that keeps out all dust, dirt, germ or moisture.

The famous Vegetable Parchment of the K. V. P. Company is paper from which all animal and mineral matter has been extracted, leaving vegetable fiber only. This parchment is waterproof. As a matter of fact, contact with water makes it stronger. I was shown a sack of this paper filled with water which had been hanging up for days, and nary a drop had seeped through. "Better **wet** than **dry!**" cry our Kalamazoo friends—referring, of course, to this paper, let me hasten to assure our prohibitionist friends—"K. V. P. Vegetable Parchment paper is strong, protective, greaseproof, and better wet than dry."

Go into any store today—even the village hangout—and you will find the open cracker barrel and "take one" candy-box banished. Instead, there are rows of neat packages and dainty cartons lining the shelves. Paper containers and wrappers protect the food from dust, dirt and contaminations, from grimy fingers. Our bread is sealed tight in waxed-paper covering, and our butter and lard kept pure and clean by specially prepared paper wrappers.

As I journeyed through the K. V. P. plant I realized, as never before, the big share paper-makers have in ensuring us pure food.

I saw a wonderful array of machines taking huge cylinders of paper, shearing them into divers shapes and sizes, printing them in artistic colors, counting, stacking and packing them, for shipment to all parts of the world.

Hundreds of bread, biscuit, butter and lard wrappers were turned off the battery of machines while I watched. The chances are that you will find the K. V. P. trademark upon the hygienic wrappers containing the food products in your larder.

The probabilities are that the candy that is your special favorite is wrapped in K. V. P. waxed paper. We use it

at the Roycroft for our famous Pecan Patties, finding it a superior wrapper.

As a matter of fact I learned that department stores, meat packers, wholesale confectioners, candymakers and pure food product manufacturers are among the satisfied customers of the K. V. P. Company. Firms alive to their responsibilities, who fully realize that a wrapping that is the acme of the paper-makers' art, and that adds to the attractiveness, preservation and reputation and prestige of their products, use them. From all points of the compass orders come to the K. V. P. Company, a testimony to their quality goods and fair dealing.

Printing houses place big orders for bond paper. Thousands of busy bookkeepers use K. V. P. products with joy and gladness—ice-blankets, which cut the ice bill in half, nursery blankets, which mean health, comfort and cleanliness, shelf and lining paper which stays put, cake-pan liners that prevent cakes sticking, mold-proof jelly protectors and K. V. P. dishcloths that are lintless and hygienic—these are ordered by the thousand packages.

And whether the order be large or small, from a jobber or merchant, or a householder, it is given the same degree of attention, selected as carefully, packed as efficiently and despatched as promptly.

A corps of carpenters are kept busy making packing cases in which to make shipments of K. V. P. products; a carload of lumber is used every week for this purpose.

The K. V. P. people believe in service—and in giving it. They do not look upon the public as their prey but as their patrons and friends, and hold that a satisfied customer is the best advertisement.

Every business, in its sphere, will find that the public weigh its character and ability often, and stamp it with an estimate. And the average resultant of these frequent estimates is just.

The K. V. P. measures up.

Its reputation for honest goods and straightforward dealing is established. It needn't wonder "whatnll is going to happen next." It is in the line of evolution. It stands upright, erect, facing the East.

It is a beneficence and a blessing.

I'm glad I took that Little Journey!

ILLINOIS PAPER ISSUES PICTORIAL AND INDUSTRIAL NUMBER

The Geneva Republican, of Geneva, Illinois, issued a special pictorial and industrial number on November 14 which was replete with interest. Numerous illustrations, excellently printed, furnished the reviewer a travelogue of information which inspires the wish to visit the little city at the first opportunity.

One of the most entrancingly written articles appears upon the first page of the 16-page edition. It is entitled "Geneva—An Appreciation," by Forrest Crissey, the noted writer. The concluding paragraphs of the author's tribute are:

"True, other towns have their parks—but to my eyes, Geneva is itself a park. And in its center is the Children's Isle—an Emerald on the bosom of the Fox as ideal as a Corot could picture! Its delights are for the children of all—and those who drink deepest of its pleasures are the children of the workers. Those who are born to a childhood in Geneva are blessed of the Gods. And those who make The Children's Island and Kelly's Field and Dodson's Woods and the Bennett Mill race and the whole reach of the River ring with their laughter will sometime realize this more keenly than they do today.

"I never see the green lawns and the comfortable cottages of the workers of Geneva, or look from my windows or from the bridge at the Children's Island or see from any other angle the abundance of comfort and of beauty in our little American melting pot without the feeling that Geneva is a gem of American community life and that those who are alien to it are out of luck."

The Geneva Republican was established January 7, 1847, and is one of the oldest newspapers in the Central West.

Benjamin F. Wilson, the founder of the paper, was an Englishman by birth and a man trained in journalism and a practical printer. He published the first number of the Western Mercury. The paper was called the Mercury until after the war, when it was changed to the Kane County Advertiser. The name Geneva Republican was given the paper by S. L. Taylor, a young attorney, who purchased it from Benjamin and John Wilson in 1870. From this date until it was purchased by Charles B. Mead in 1891, the paper had changed hands eleven times.

Through all of these years of good and bad fortune the paper has had many friends, who have given it continued support, and it was never more substantial or successful than today, under the management of Cadwell P. Mead, the firm name being Charles B. Mead & Son.

TO HEAD PRESS SCHOOL IN WASHINGTON STATE

Prof. M. L. Spencer, head of the English department of Lawrence University, Appleton, who is at present acting as lecturer in the University of Wisconsin Course in Journalism during the summer session has just accepted the position of director of the School of Journalism of the State University of Washington, at Seattle.

Professor Spencer has been a member of the Lawrence faculty for eight years and has had extensive experience in various editorial departments of the Milwaukee Journal. Just before the war he was editor-in-chief of that newspaper. During the war, Professor Spencer was commissioned captain in the intelligence department of the army and saw a number of months of service.

COLLECTS ANNIVERSARY EDITIONS OF NEWSPAPERS

Mr. Edgar A. Behrend, of Washington, D. C., has a "hobby" for collecting anniversary editions of newspapers and has been successful in securing copies of the following:

Fiftieth anniversary number of Washington Star; one hundredth anniversary number of Charleston News and Courier; eightieth anniversary number of New York Herald; fiftieth anniversary number of New York Times; twenty-fifth anniversary number of New York World; seventy-fifth anniversary number of Brooklyn Daily Eagle; one hundred and fiftieth anniversary number of Hartford Courant; Southern Prosperity number of Louisville Courier-Journal, containing a history of that newspaper; 40,000th or Printing number of London Times, containing a history of that newspaper; seventy-fifth anniversary number of Toronto Globe.

In a letter Mr. Behrend adds:

"To the foregoing I would like to add the following, and this is where I would like to have you assist me, as each publisher, to whom I have already written, is unable to do so:

"Twentieth anniversary number of New York World; one hundredth anniversary number of New York Evening Post; one hundredth anniversary number of St. Louis Republic; one hundred and fortieth anniversary number of Baltimore American; thirtieth anniversary number of St. Louis Post-Dispatch; thirtieth anniversary number of Boston Globe (published in seven successive issues and

not as one anniversary number, in November, 1903); fortieth anniversary number of Omaha Bee; fiftieth anniversary number of Portland Oregonian.

"Finally, if you happen to possess a copy of any other anniversary number not listed here ,and would be willing to let me have it, same would be more than thankfully received."

The address of the writer is: Edgar A. Behrend, 301 Interstate Commerce Commission, 18th Street and Pennsylvania Avenue, N. W., Washington, D. C.

ADVERTISING PRICES

Newspaper advertisements are excellent agencies making for thrift, economy and wealth. They are home savings banks, handy bankbooks and not infrequently proofs against family jars and divorces. Next to the Bible they are the most important household guides ever set up.

A good advertisement is proof of the power of suggestion and the psychological potency of printer's ink mixed with brains. As a magnet attracts the needle, so a newspaper advertisement attracts the reader and draws the crowd. Suggestion creates want and want creates purchasers. There is a direct connection between the suggestion and the purchase. The extent of the purchase is in direct ratio to the power of the suggestion.

Newspaper advertisements are for the benefit of the purchaser more than for the benefit of the advertiser. This may sound strange, but it is true. That the public has not hitherto realized it is due to the fact that most persons have looked at an advertisement as they look at dry goods and articles of food. The advertisement is not the article but the idea behind it, the guideboard that leads to it, the bridge that safely carries the troubled householder or weary bread-earner to safety.

Trade-marks familiarize; figures vitalize. Prices tell the story to the prospective purchasers, and prices honestly revealed in figures usually mean good goods, fair profits and no profiteering. The result is satisfied customers. Prices made clear and prominent in a daily advertisement prohibit profiteering. Prices openly made are guarantees of a square deal. Hence the value of newspaper advertising with plain figures all can read.

Prices in good newspaper advertisements are measured not by profit but by service. That is the keynote to the "ad" writer—the song he sings as he builds an attractive advertisement out of facts, figures and genius. He is society's benefactor, the country's deserving citizen, for he tells the people where they can save money, and in having money assist in saving their nation and the nation's financial and economic honor. Newspaper advertising and prices are co-partners in the great firm of Thrift, Success & Co.—New York Herald.

THE IMPORTANCE OF GOOD METAL

The importance of the use of good metal in the operation of casting machines is interestingly described in a recent publication by Merchant & Evans Company, manufacturers of high grade type metals.

A careful consideration of the following facts will be found profitable to any stereotype or type casting machine owner:

The first step to be taken toward the saving of money on metal is to buy a good metal, even if the first cost be higher than that of a poor one. It must be remembered that the first cost is but one item in the ultimate economy, and that the life of the metal, the dross produced, and the results in service all play their parts in the final cost.

The life may be burned out of even the BEST metal if the heat is not carefully watched. Inadequate regulation of gas under a pot, overheating during the process of remelting, or molten metals standing for a length of time unused, all have tendencies in this direction.

While the metal is being worked, it is safest to use no flux, and very little dross should be left on the surface. An hour or two before the time the metal is to be used from the stereotype kettle, or during the remelting of type casting machine metal, is the proper time to clean the metal; and the first step in this direction is to keep any foreign substance from the sweepings or pots. Then, after the metal is melted, skim the dross off the top carefully, and afterwards increase the heat to a slightly higher temperature than that required for casting, and stir thoroughly until a black dross is produced. Skim this off, and your metal is ready for pouring.

If the metal has been properly taken care of, it follows that the results must be satisfactory, provided proper temperatures are used and the casting mechanisms are in good order. The plunger should be reasonably free, and the water jackets carefully regulated; while in type-casting machines, the air vents and mouth-piece holes must be open, and the lock-up perfect.

If all these conditions have been met, and yet trouble exists, it may be that your metal needs toning up, or a thorough cleaning. It is not advisable to attempt this without finding out exactly what it requires, so if you will send us a one-pound sample, composed of several pieces taken from different parts of the your metal, we will test it FREE OF CHARGE and advise what is needed to bring it up to standard.

INFORMATION ON "WINDOW" ENVELOPES

The Western States Envelope Company, of Milwaukee, Wis., one of the most enterprising and progressive manufacturers associated with the industry, offers the following information regarding "window" envelopes:

"Window" Envelopes

"'Window' envelopes, to be mailable, must be so prepared that the 'window' or transparent panel in the front through which the address on the inclosure is disclosed shall be parallel with the length of the envelope and shall be as transparent as possible. The 'window' shall not occupy any space within 1⅜ inches from the top nor within ⅜ of an inch from the bottom or ends of the envelope. Such envelopes shall bear the card of the sender, that is, his name and address, which shall be placed in the upper left corner of the address side. The return card of the sender to be complete as to the address must show not only his NAME, but also a street address (when the post office is one having city delivery service) or number of post office box rented by him in lieu thereof, together with the name of the post office and state. The mere name of a building will not suffice for a street address. No printing around the 'window' is permissable, nor on any part of the envelope where it will interfere with a distinct postmark, rating indorsements, forwarding address, etc. The stationery used in 'window' envelopes, or at least the portion upon which the exposed address appears, must be white, or, if colored, of a very light tint or shade. The use of dark-colored stationery in 'window envelopes is not permissible. Nothing but the name and address of the addressee should appear on that part of the inclosure visible through the 'window.' The address should be written clearly and boldly, preferably in typewriting, with ink of a dense black or other strongly contrasting color. Changes in address must not be made on the 'window' but on the opaque portion of the envelope. 'Window' envelopes not conforming to the foregoing are unmailable."

PHILADELPHIA PRINTERS CAPITALIZE RESOURCEFULNESS

The William F. Fell Company, printers of Philadelphia, are making capital out of an incident in the routine performance of business which suggests possibilities in the same direction for others.

Mr. George H. Sargent, the bibliographer of the Boston Transcript, wanted a page of a special edition set in Old English type. It appears that it was necessary for Mr. Sargent to journey to Philadelphia, to the office of the Fell Company, in order that his wishes might be fulfilled.

In a beautifully printed folder, in announcement form, the enterprising Philadelphia firm related the story of the occurrence and reproduced the full page Old English ad. On the last page of the circular appeared the following succinct and forceful addenda:

"THE
"WILLIAM F. FELL CO.—PRINTERS
"1315-1329 Cherry Street
"Philadelphia

"Is an organization whose service is complete, and not confined to any plan, type style, or design. It has been built upon forty-two years' practice of

RIGHT BELIEF
RIGHT KNOWLEDGE
RIGHT CONDUCT

where concepts are originated for the purpose of presenting the particular story in a form easily interpreted.

"Sales methods, merchandisng, and commercial analyses, which today play so important a part in the distribution of the world's commodities, are established only after a thorough and complete investigation.

"Detailed advertising and publicity compaigns are planned for the more particular sales and advertising executives."

A BUNDLE OF NEAT PRINTING

The American Type Founders Company of Chicago has mailed a bundle of neat printing to its list of customers that urges, strongly, an emulation of the printer-recipient to "go and do likewise."

One of the most attractively arranged of the specimens is a four-page circular in colors, depicting "holiday decorators and holiday borders."

The "decorators" are of great artistic merit, so much in advance of those that are lying in the cases of most offices, that there is really no comparison between them. Several of the cuts of a distinct individuality and their use would easily equal in effect that which might be obtained by specially designed and engraved illustrations. Another folder exemplifies the possibilities of a beautifully refined face, "Wedding Text Shaded."

"We count for you" is a plain but effective treatise on the value of Redington counters.

Probably the most admirable of the printed things in the assortment is a folder on while calendared stock in black and red and delicate tints of light yellow and light blue.

The subject is that of "miniature perpetual calendar logotypes," and that it has been exhaustively as well as attractively handled is a foregone conclusion.

The opening statement is, "The increasing demand for small calendars in general advertising has prompted the introduction of these Miniature Perpetual Calendar Logotypes.

"These little time savers are as easy to handle as ordinary quads. Nothing could be simpler. Each month of the year is cast complete in one logotype; headings, also, are cast in one logotype. This assures quick and accurate justification."

Numerous illustrations, offering practical demonstration in appealing form, of the possibilities in the range of the logotype service, occupy most of the tastefully arranged space.

$50 PRIZE FOR BEST EDITORIAL

Millard's Review of Shanghai, China, through J. B. Powell, its editor, an alumnus of the School of Journalism of the University of Missouri, has offered a prize of $50 to the student in the school who writes the best editorial on a subject dealing with the problems of the Pacific as they affect America. The specific subject for this year is as follows:

"The International Consortium Plan—The argument for establishment of an international financial and fiscal mandate for China—a mandate that will include Manchuria and Mongolia as well as the provinces of China proper—a mandate that will guarantee at once the open door throughout China and the independence and territorial integrity of the Chinese Republic."

PIONEER ENVELOPE MAKERS TO THE TRADE IN IMPORTANT ANNOUNCEMENT

The Western States Envelope Company of Milwaukee, Wisconsin, pioneer envelope makers to the printing trade, issued an important announcement of new facilities and new prices, November 1st.

This company was established in June, 1908, and has won an enviable reputation as manufacturers of "surestick" envelopes. The service of this firm includes many advantages, a familiarity with which will prove profitable to any printer or lithographer.

All grades of stock are furnished, flat, for those who prefer to do their own printing or lithographing; either one, two, four or more on. Of course, this saves presswork and gives the customer a better job. Layouts are furnished free of charge, for all sizes.

The Western States Envelope Company is now located in its new factory at the corner of Ferry and South Water Streets, Milwaukee.

ATTENTION-COMPELLING LITERATURE

Attention-compelling literature of a very high order of merit is regularly issued by the Miller Saw-Trimmer Company, of Pittsburg, but none of the many masterpieces of direct-by-mail publicity produced has excelled the cubist-art circular, "He Bought a Miller."

The four-page bid for business literally exudes enthusiasm and confidence in the product advertised. One figure depicted is that of a printer, wheeling bags of gold to a bank in an Irishman's push-mobile, and another, awe-stricken and dismayed at the other's success, stands to one side, evidently considering what a nincompoop he himself is for not also having bought a "Miller."

The argument upon the two inner pages is bordered by faces whose expressions, by gradations, change from doubtfulness to happiness, the latter disposition having been obtained by installing a Miller feeder.

Of course, the job was fed by the mechanism to whose praise the circular is devoted.

The three-ply cardboard used is itself an additional feature whose importance will not be overlooked by printers who are familiar with the limitations of other feeding attachments for job presses.

At the rate the Miller company is selling their platen

press feeders, it is evident that a good many discriminating printers are following the injunction to "Get Millerized and make more money."

BARNHARTS' ISSUE INTERESTING CIRCULAR MATTER

Barnhart Brothers and Spindler frequently issue information regarding improved facilities and service which may be most useful to printers and publishers.

As manufacturers of superior specialties for printers Barnhart Brothers and Spindler have won a large place in the industry and have firmly intrenched themselves in the appreciative regard of thousands of users of the composing stick and printing press.

In a recent batch of circulars sent to the trade is found a folder, describing, with text and illustrations, numerous specialties for machine composition plants.

These include "Perfection" composing room saw and trimmer, workholder and mitering attachment; "Perfection" metal remelting furnaces of various sizes and styles, including a combination melter and heating stove; superior ladles, skimmers, etc.

Another circular describes the advantages of the "Lidseen Positive Force Feed Oiler" and the illustrations are so carefully made as to fully convey the practical usefulness of the oil can that the sight of one is unnecessary to acquaint the interested printer with all of the points of merit included.

A leaflet in description of the Standard Ruling Machine Counter offers the intelligence that this mechanism does not "cost money but saves it."

A leaflet descriptive of Superior Hempel Quoins and Midget Safety Quoins invites attention and thoughtful consideration by reason of the attractive typography used as well as by the compelling convincingness of the illustrations.

"A New One, for the latest engraved effects" is a circular dwelling upon, by the illustrative method, the perfectly evident desirability of "Steelplate Gothic Shaded."

The recommendation is offered that the shaded letter be used for the main lines and the lightface Gothic for the secondary lines or any mass of matter, with the result that the "correct engraved style will be secured."

A larger circular announces that electrotyped calendars will be made for any year and that perpetual calendars, type cast, may be secured.

The fonts of perpetual calendars contain fifty-two type metal logotypes, letters and figures for month and year and necessary rules and these can be used for any month in any year and can be changed instantly. As each date is a separate logotype, it is a very simple matter to arrange for printing in colors.

SUSPENSION CERTAIN FOR SEVERAL PAPERS

Suspension of many Oklahoma newspapers before January 1 on account of the print paper famine is expected as a result of conditions disclosed at a conference of Oklahoma publishers with wholesale paper dealers, held November 22 at Oklahoma City.

Twenty of the larger papers of the state were represented at the conference. It was decided four carloads of paper are absolutely necessary to keep papers going until the first of the year, but after being told by wholesalers that amount could not be obtained, a committee was appointed which will try to get three carloads.

No relief is in sight and what the papers will do after January 1 is unknown.

All papers agreed to cut down the size of their papers and increase both advertising and circulation rates to meet the situation. An advertising rate of 20 cents an inch for each 1,000 of circulation and a minimum of 15 cents a week for 6-day papers was adopted.

A BOOK WORTH WHILE:—"WHAT SHALL IT PROFIT YOU?"

"What Shall It Profit You?" is not a theological treatise but a book worth while—of greatest practical value to any man engaged in the printing business.

It was prepared by a thoughtful, earnest student of the business phase of the graphic arts, that side of the industry which makes salesmen and managers of printers. The author has had 45 years of experience, and after a man has spent that much time of his life at one pursuit, he ought to publish a book. The rest of those now living want to benefit by the experiences and to profit by his mistakes, if he has made them, and will tell about them.

Mr. Edward P. Nickel, Secretary of the Nashville Printers' Club, is the man referred to, and there are several hundreds of printers who will yield him recognition, not only for what he has done in managing printing offices and really selling the product at a profit, but will acclaim him as a guide, philosopher and friend:—not a swivel chair, correspondence school, palaverer, but one who knows whereof he speaks, and who has the most fortunate ability of speaking and writing interestingly and entertainingly.

With Mr. Nickel's permission, this journal hopes, in the not distant future, to reproduce some of his many most informative observations and deductions.

The book is of the coat-pocket size, 4¼ x 7, and consists of 140 pages, and is published by the Nashville Printers' Club, in cloth, at $1.35.

AGED PUBLISHER DIES

Mr. Edgar A. Higgins of Avoca, N. Y., seventy years old, a former newspaper publisher and a member of the National Editorial Association, died November 9, of heart disease, superinduced by over-exertion. In cranking his car he drew too heavily upon his strength; returned to the house where he had been a visitor, sank into a chair and expired.

Mr. Higgins was born in Howard, Steuben county, his father being one of the pioneers of that locality. In early life he was a school teacher, afterwards taking an active interest in Republican politics, serving two years as school commissioner.

When William Carpenter, now of the Buffalo Express, sold the Cohocton Valley Times, Mr. Higgins purchased it and published the paper for ten years. Later he became correspondent for The Elmira Star-Gazette. He was a prominent member of the National Editorial Association and attended the annual gatherings of that organization.

For the past 20 years Mr. Higgins was an enthusiastic horticulturist, giving particular attention to the raising of sweet peas. He was conspicuous in Masonic circles, being a former secretary of the Avoca lodge, and was a devout member of the Presbyterian church. He is survived by one brother, Emmett, in Rochester. No arrangements have been made for the funeral.

Mr. Higgins did much for the betterment of civic life of Avoca. He was active in Liberty Loan campaigns and Red Cross work, and was a useful citizen.

Mr. Higgins attended the last convention of the National Editorial Association and was one of the most active and keenly appreciated of the travelers upon the Victory Tour through Canada and the Pacific Northwest.

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

A SPECIAL meeting of the Virginia Press Association was held November 13-14 at Newport News, at which every section of the state was represented. Addresses on advertising rates, circulation and the libel laws of Virginia were among the important features of the convention.

Perhaps the most interesting message was delivered by Mr. W. E. Thomas, general manager of the Roanoke Times and member of the Southern Newspaper Publishers' Association's committee on newsprint paper. The subject of Mr. Thomas' talk was, "The Newsprint Paper Situation and Its Bearing on the Dailies and Weeklies," and he said in part:

"That whereas the manufacturers of print paper a few years ago were glad to sell their wares at something more than two cents a pound, freight prepaid, they are now so independent that they are not disposed to make contracts at any price, preferring to sell on the open market, where the demand as far beyond the supply with spot prices ranging from six to seven cents and higher." The tight market was due, he said, to several causes.

"First, very few publishers made contracts for 1919 consumption adequate for their actual demands and as a result, publishers are bidding against each other for the available supply. Again there appears to be every reason to expect an increasing demand for news print. Both circulation and advertising are growing, particularly in the south, and the outlook is for continuation of this growth and an increased demand for print paper.

"My information," he continued, "is that the mills will make every effort to supply publishers, but there are a number of publishers throughout the country who have been notified by the International Paper Company that they must look elsewhere for their supply of paper.

"These conditions ought to awaken the publisher, knowing as he does that very little increased production of news print is apparent. If he does not awaken to the situation there will come a time during the coming winter, or early next year, when he will not be able to buy or borrow.

"The news print committee of both the A. N. P. A. and the Southern Newspaper Publishers' Association are recommending the enforcement of the strictest economy. But all their recommendations will prove futile unless publishers all over the country are forced to economize. What would it profit the small dailies of Virginia to cut down if the larger dailies continue their plunging career for business? Some of them are using three cars of paper per week. As long as they can get the paper they will continue to take business. And who can blame them? Thus the waste goes on. It is a mad race that will eventually culminate in disaster.

"The mill owners are autocrats. They are intrenched behind impregnable breastworks. Their inclination is to get the very highest price.

"There are but two remedies:

"One to raise the subscription price to a standard to meet the increased cost of paper, which, of course, the publisher is not anxious to do, as it requires one full year to get the full benefit of an increase in circulation rates.

"The other is to increase the cost of advertising to such a figure as will force advertisers to use smaller space, thereby cutting down the size of the paper and producing relatively the same amount of income.

"This leads to the crux of the question, How this news print situation is to affect the daily and weekly newspapers of the association?

"First, it has forced both daily and weekly publications to seek a higher level. We must figure the cost of print paper into our business at what we are likely to pay for it, and fix our circulation rates and our advertising rates accordingly.

"It is not fair that all increased costs should fall on the advertiser. The subscriber should be made to bear his reasonable part of the increase. It is obvious, therefore, that daily papers should increase further their subscription rates 25 to 50 per cent, and weekly papers instead of getting $1 a year should get $1.50 and $2.00.

"Advertising rates should be moved up in proportion to the cost of labor and materials. The situation means that all of us have got to have the right price for what we sell, or inevitable disaster will face us."

Walter Savory, of the Mergenthaler Linotype Company, formerly a Virginia newspaper editor and an honorary member of the association, told of the "hole in the road that must be filled by production."

John Budd of New York spoke on the subject of "Uniform or Standard Advertising Rates," and said among other things:

"Most newspaper publishers assume — many of them most emphatically — that the only thing they sell is space: some qualify by the statement that it is space multiplied by circulation, and I have argued long on that theory myself. But I have changed my thoughts. Those are only the tangible, measurable features of the thing.

"You are selling an opportunity, an opportunity and the convenience, a vehicle to the man to put his sales talks before the audience you have gathered for him. For whether he exploits an idea, a package of goods or a piece of machinery, his advertising is sales talk.

"The publisher, particularly the newspaper publisher, who holds fast to the old idea that all he sells to the advertiser is space, any old kind of space, and allows his actions and his attitude to be governed by that opinion, is missing the biggest and best features of the present day development of advertising. The national advertiser knows that advertising and salesmanship must go hand in hand if they are not regular Siamese twins. He plans and schemes to make them co-ordinate. The local advertiser naturally does this whether he realizes it or not, and he can be taught to realize and shown how more greatly to profit by it.

"My personal opinion is that newspaper rates as a rule are today far too low and always have been. That because

of the tremendously increased cost of production they are today further below a safe basic line than they have been at any time in the past. It is difficult to realize this perhaps because of the abnormal increase of advertising lineage brought about by causes, some quite obvious and some obscure."

M. T. Harrison, of the Bedford Democrat, told why weeklies should receive $1.50 or more for subscriptions.

Edward Percy Howard, editor of the American Press, New York, addressed the convention on the subject of advertising.

Lewis H. Machen, former director of the Virginia legislative reference bureau, spoke on "The Libel Laws of Virginia."

A trip was taken to the Newport News shipbuilding plant and a luncheon was served in the shipyard dining room.

INLAND PRESS ASSOCIATION

The annual meeting for 1920, of the Inland, will be held Tuesday and Wednesday, February 17 and 18, Red Room, nineteenth floor, Hotel La Salle, so buy a new desk pad and mark it up as one engagement for next year

WYOMING STATE PRESS ASSOCIATION

A three-day session of the Wyoming State Press Association was held at Worland recently, at which some important business was transacted.

L. L. Neton, president of the Big Horn Basin Press Club, presided at the convention in the absence of President J. H. Walton. The attendance was good, especially from the northern part of the state, and the program was a winner, including as speakers Dean A. L. Stone, School of Journalism, University of Montana; H. C. Hotaling, field secretary, National Editorial Association; Fred G. Marvin, editor of the Mountain States Banker and the Mountain States Mineral Age; George T. Haubrick, field secretary, Colorado Editorial Association, and W. W. Gail, manager of the Billings (Mont.) Advertising Company and editor of the Midland Empire Farmers. Mr. Gail, at the closing banquet given by the Alfalfa Club of Worland, was toastmaster.

A committee was appointed to ask of the next legislature an amendment to the Workmen's Compensation Act providing for more equitable assessments against employers of printers in the state.

The association members were the guests of the Big Horn Basin Press Club.

The convention adopted a resolution against Bolshevism and declared for intense Americanism.

The next convention of the association will be held at Riverton next June. The new officers are W. H. J. Bowey, of the Riverton Chronicle, president; T. F. Doyle, of the Douglas Budge, vice-president; Harvey C. Dutsch, of the Riverton Review, secretary-treasurer.

IOWA NEWSPAPER CONFERENCE

The fourth annual conference for newspaper men was held November 21-22, and more than sixty editors and publishers accepted the invitation of the extension division of the State University of Iowa.

Among the speakers were Waldo L. Cook, editorial director of the Springfield (Mass.) Republican, Fred Mann of Devils Lake, N. D., who does a retail general store business of $600,000 in a country town of 6,000; G. L. Caswell of the Corn Belt Publisher, Denison, Ia.; Lloyd McCutcheon of the Mt. Vernon (Ia.) Record; Walter A. Jessup, president of the university, and William F. Russell, dean of the college of education. Walter Williams, dean of the school of journalism at the University of Missouri, had been expected to speak but was unable to be present.

Mr. McCutcheon presented a paper on "What Effect the Income Tax Will Have on the Country Newspaper."

Mr. Caswell presided at a round table on newspaper problems.

A committee consisting of E. E. Taylor, of Traer, O. J. Benjamin, of Nevada, and J. B. Hungerford, of Carroll, was appointed to get into communication with Iowa congressmen for the purpose of opposing the bill now before Congress substituting a flat rate of 4 cents for the present zone system for second class matter.

Mr. Cook read a very instructive and interesting paper entitled "Character in Newspaper Work." He pointed out that advertisers have no influence now over the editorial pages of the better class of papers. In this connection he spoke of the great advance that had been made in the newspaper profession since the days of Benjamin Franklin when an editor had to be a postmaster or else a rival editor postmaster would not let the post riders deliver his paper.

Dean Russell took Dean Williams' place on the program and told something of his experiences in Siberia while on a six months' trip in the interests of the United States government. He said Bolshevism was a mild doctrine that spread rapidly, because the people were ignorant and hungry, and never heard any arguments opposing the Bolshevik ideas on their merits. He said that more people were talking and thinking Bolshevism in this country now —more than most people had any idea of—and that to combat it meant effort along various educational lines, encouraging habits of thrift and production and arguing the case of its merits rather than on the grounds that anyone who talked Bolshevism was a traitor to his country. He said that he himself was firmly and unalterably opposed to Bolshevism in any form.

The conference was a success in every way, and was made especially interesting by the fact that the meeting coincided with the "homecoming" festivities at the University.

WASHINGTON NEWSPAPER CONFERENCE

The Eighth Annual Newspaper Institute of the University of Washington will be held January 15, 16 and 17

The institute, looked at as a whole, is to be called "The Newspaper," and will lay itself out in an order something like this: Thursday morning, Washington Newspaper Association; Thursday afternoon, the front page; Friday morning, the local page, including personals society and correspondence; Friday afternoon, the editorial page; Saturday morning, the "ledger" page, including advertising and all problems of income and outgo; Saturday afternoon, the woman's page, including both women's features and matters of primary interest to newspaper women.

There will be one or two speakers to cover the larger problems, and many others to develop single issues under these, according to the present plan.

The country editor will have a chance to examine the front pages of exchanges that he usually doesn't see and to compare the effect obtained with the probable sum total of effort and cost.

The front page will be discussed from every profitable angle that a committee can devise and state editors can suggest. Meantime it is every publisher's plain business to be thinking over what he does with his front page, why he does it, and how he will defend it if attacked.

The ledger page is at once the most important and the most difficult to get at, and there are few definite plans to announce for this session, except that the matter of selling space, selling it rather than permitting the

advertiser merely to take it, will be thrashed over with vigor.

Features to interest women, features written about women and by women, will be discussed by women themselves. It is prophesied by the committee that what has been regarded as no more important to readers than society will be revealed as rivaling the editorial page in significance. The immediate problem of the woman on the newspaper will also find expression at this last gathering.

The evenings of the institute will be devoted to a smoker, an executive session and a banquet. There will probably be a theater party and a special event given in honor of the ladies by the college women who major in journalism.

The local page, as a name, may not sound like much of a headline. But it promises as much as any other with its subdivisions of personals, society and correspondence. A man who sees a news story in the commonest occurrences of the day—real news, not bunk—will give the big speech on this. During the past year The Washington Newspaper has observed numerous country editors exhuming material of remarkable interest that the noseless reporter could never sniff at twice. They will be called in the program to tell their ideas.

Society and correspondence will be discussed, to discover whether they are negligible game, or real meat on a busy day. One publisher has to pay his country correspondents by the inch. He wants to, moreover. He is going to tell why. A country weekly that had developed a regular full page of correspondence and has regular conferences of its country contributors will have a representative on the ground who will give a lead talk.

The editorial page has been mentioned. It is to be mentioned one whole afternoon at the institute. The committee dares say that any editor who will bring his editorial and ask the main speaker for a frank opinion on it will get that opinion right out in meeting—or otherwise, as he likes. A special effort will be made to furnish authoritative opinions on editorial writing, though not on individual policies.

CONNECTICUT EDITORIAL ASSOCIATION

The annual business meeting of the Connecticut Editorial Association will be held at the Hotel Garde, New Haven, Saturday, January 24. There will be an all-afternoon session at which several members will discuss strictly newspaper topics. A banquet will be served in the evening, at which the ladies will be included, and a prominent speaker will address the gathering.

Western New York Newspaper Publishers' Association

The quarterly meeting of the Western New York Newspaper Publishers' Association was held recently in Rochester, with an attendance of seventy-five publishers.

A very interesting address was made by Walter B. Sanders of the Nunda News, whose address was entitled, "The Business End of the Printing Office."

Mr. Sanders told how he secured cash-in-advance from his subscribers and collects all advertising bills monthly. Mr. Sanders also pointed out that time and time again he had compared his circulation with the national magazines and in no case did they cover the field adequately. He told of an instance where one of the publications claimed to cover Nunda and an investigation showed it had three subscribers, of which he was one.

C. R. Syddon of Syddon & Hanford Advertising Agency gave an address on "Publishers' Co-operating with National Advertisers" and told of instances where co-operation had been asked by national advertisers.

W. H. Beers, an insurance man of Rochester, talked on salesmanship. He applied it to newspaper men, saying that in selling subscriptions publishers should show their subscribers the advantage that they are to get from taking the paper or that which the merchants are to get in buying advertising. Real frank honesty and service counts more than price.

There were also some very profitable round-table discussions.

The next meeting will be held on the third Saturday in January.

A SIGN OF THE TIMES

MORE THAN 33000 IN USE
TRADE LINOTYPE MARK
THE MACHINE THAT LASTS
Model 20 DISPLAY LINOTYPE
Short Magazines Easily Changed
Puts Display on a "straight matter" basis

A Novel Electric Sign used by the Mergenthaler Linotype Company

There is an electric sign used in each of the agencies of the Mergenthaler Linotype Company which, in spite of its small size, takes possession of the visitor's attention and produces conversation.

Perhaps the sign's attractive personality is engendered chiefly by an ingenious contrivance which causes it to "move," and thus forcefully demonstrates the ease and quickness with which the magazines of a Model 20 Display Linotype can be changed.

The above illustration shows an operator in the act of making a change of magazines. In "action" the sign depicts the instantaneous removal and replacement of magazines (the revolving rack always being within easy reach), and alternately declares: "Display Direct from the Keyboard" and "Puts Display on a 'Straight-Matter' Basis."

The unique electric device, by constant and unlimited pictorial repetition and reiterated sentence forms, emphasizes the outstanding features of the Model Display Linotype.

THE PAPER MARKET

By E. H. Naylor, Secretary Paper Manufacturers Association, New York City

(Before the recent U. T. A. Convention, New York)

WHEN Mr. Southworth asked me to speak upon the paper market, I felt—and feel now—a good deal like the school boy who was asked to speak for five minutes upon the Millennium. (Laughter.) And, really, as I am not a Member of Congress, I cannot come before you as any authority on the paper market. (Laughter.)

But I do come as the humble representative of the manufacturers of high grade paper; namely, writing, book, cover and tissue, to bring you their good wishes and assurances of interest in this as a part of a great industry, and what I have to say to you briefly this morning, I should like to divide into two parts.

First, the paper market in relation to supply, demand and price; and then, its importance, collectively, as an industry. As regards the supply of paper coming from the mills, it is sufficient to meet the demand. Previous to the war, there was an oversupply in certain lines, but that has been absorbed by the normal growth of paper consumption, and especially by the growth in exports.

As regards the demand, that has increased appreciably, but unfortunately the increase has been too much on a speculative basis. And that is one thing on which we want to have the co-operation of the printers of the United States: to stop the speculative element in this staple product, which should really be used twelve months in the year. There really is no reason why there should be feasts and famines in the paper industry. We should all endeavor to keep the flow of paper the same throughout the year, because when there are these fluctuations, the mills have to operate, they have to keep their overhead going, and it is an expensive proposition if they are compelled to shut down because of the lack of business and then later on to be three or four months behind in their orders.

Now as regards the price of paper, that has been neglected the same as the price of all other commodities by underlying factors, with which you are all perfectly familiar. But fortunately, the paper manufacturers, the same as the printers, have come to realize, all too late, that you can't carry on business successfully by rule of thumb or guesswork methods. You have to have cost systems and establish standards. And that is one thing which the manufacturers of paper fortunately, in most cases, did have at the time that the war came on, so that they knew their costs. The underlying elements as regards the price of paper which you have had to pay, have been, of course, primarily inflation of the currency, which has increased the price of all commodities. And then it has been the cost of our own raw materials; depreciation in the valuation of woodlands, high cost of rags and wire screening and of everything that has gone into the manufacture of high grade papers.

And the third important element of cost has been labor. In the mills which I represent, we have had to increase wages seven times, and besides that large increase, which has on the average doubled it almost one hundred per cent, we have had to introduce the eight-hour shift, or the three-towers, as we call it, in the paper industry; that is, three shifts of eight hours a day; whereas previously the mills used to operate in shifts of twelve hours. What did that mean? It meant an increase in every mill of fifty per cent, in addition to the increase in flat wages, which have been given in the past four years. That is an element which, of course, is a very large item in our estimate of cost.

Now, you may think possibly that the paper manufacturers have been making large profits during the war, but war profits certainly have not been made in the paper industry. You might be inclined to think that this was so in 1916; because of the advantageous contracts that the mills were able to make a little larger profits than normally; but when those contracts expired, the price of raw materials then went up, so as to swing the balance even. And then another reason why you may think that some of the paper manufacturers have made large profits is because they are only human like yourselves and like the laboring man—that is to say, there is no distinction in laboring men between the printers and the manufacturers and the day laborers, because we are all laboring, but I mean the average man who works on an hour basis—because in being human, you had two dollars where previously you only had one, and some people have thought that they were prosperous, where we all know that it was a false assumption.

These are the elements which have underlaid the cost of paper.

Now, as regards the profits, the Government has written a very complete and comprehensive report on the prices of paper during the war, and all that you have to do is to go to that report and read the actual facts, and, although you may think that the prices did go high, (which they did in comparison with 1914) you will find, for high-grade papers at least, that with the exception of two points, the price of these papers remained below the general commodity

price line, and those two points simply touched the line or went a little above it. So that when you talk about war profits in the high grade papers, such have not existed The fact of the matter is, the profits have not been so large as to encourage capital to build new mills or to enter the industry in any way whatsoever.

Now, as regards prices for the future, I cannot come before you and give you any opinion other than my own personal opinion in this regard, because the manufacturers cannot, and have not, and will not discuss such a question, it being a matter for individual determination, based on a proper knowledge of costs, and meeting the supply and demand of the market. What I do know, what has been expressed by a good many men individually, is that they, like you and every other business man in the United States, will welcome the time when prices can be reduced to a sound and stable basis, so that we will know from the beginning of one year about where we are going to end up the same year. This way of going along in an inflated, false market, is a very different thing, especially when it comes to planning out business for a year or two ahead of time.

But, however, we must remember one thing, and that is that the world in general has been suffering from the fever of war, and, as any one of you as an individual cannot recover from the fever overnight, so it will take time for us to work out of this present situation, and all forms of commissions and legislation and control, and everything of that kind of Governmental doctoring, will not do any good. What really is wanted is less theorizing and less talk, and more hard and intensive work and production; and that will solve the question of the high cost of living and this inflated money market and everything else.

In my work I have to read practically every article that I can get hold of, published in this country or abroad, on the market conditions, and I think that I have read none that is as good as one on "The World Conditions," by Thomas W. Lamont, in the September number of the Atlantic Monthly. If you haven't read that, get it. It will only take you about twenty minutes to read it. It is a very clear analysis of the situation here and abroad, and it will act a good deal with you, I presume, as it did with me: like a cup of cold water.

There are two things, however, that we must conclude as regards this question of future price in all commodities, and that is that we will never return to the prices that prevailed before the war, for many reasons: two of which are that we are on a permanently higher price level; came upon that level after the Civil War, and we are on it at this time—and I don't want to take your time to go into future as regards the financial market. And then another of the many reasons is that labor will never be willing to accept the same wages that were accepted previous to the war, no matter what the valuation of the dollar is.

Those are two elements, of many, which will certainly never allow us to return to conditions as they were previous to 1914.

Now as regards the second part of my brief remarks: our importance as a collective industry. You note that I use the word "collective." Do you gentlemen realize that in money invested and in sales, the paper manufacturing industry alone is the seventh largest industry in the United States? It used to be fifth before motion pictures and automobiles crowded us down, but we are still fifth in the consumption of coal.

I think one of the greatest lessons which the war certainly has taught all of us is that the printing, merchandising and manufacturing of paper is really one big industry of getting the printed page before the public. We may have thought it before the war, but we certainly have been made to realize it since then. And, therefore, gentlemen, our collective importance as an industry, in printing, merchandising and manufacturing paper, would place us in the position of about the second or third largest industry in the United States. (Applause.)

Now that is something, I think, that we really ought to consider very seriously because it is a distinct challenge to us to uphold that position with honor and with credit to American business, and I think that in the necessity for co-operation which has been shown to us through the war, we hold that position. That is exactly the reason why the manufacturers are so heartily and financially in support of the Three Year Plan. The only criticism that we have to suggest at this time as regards the Three Year Plan is that you haven't extended it far enough. We would like to have you include the manufacturers and let us help even more in forging ahead this great second or third National industry. (Applause.)

Now my officers have asked me to come before you and pledge to you our earnest desire to cooperate with you to the fullest extent.

You know, the reason why we haven't been recognized as a great industry before, I think, is principally because we haven't realized it ourselves. You gentlemen could not see your faces, but I could, when I told you that the manufacturing of paper was the seventh largest industry in the United States; you didn't know it. And that has been the main reason why the people in this country have not appreciated the importance of printing, merchandising and manufacturing of paper. Now it is up to us to get that message before them in such a way that it will deserve the respect that it should have; and to deserve that respect we must work out everything systematically within the industry.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES
Established in 1883 as "The Printer and Publisher"

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BENJAMIN S. HERBERT - - - - Managing Editor
WILLIAM E. HERBERT - - - - - Business Manager
E. GEORGE ERTMAN - - - - Special Representative

Official Paper of the National Editorial Association
Member National Editorial Association, United Typothetae of America, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, ILLINOIS, DECEMER, 1919

The New Year will open with new conditions for the printing and publishing industry and fortunate, indeed, will be the owner or manager who can completely adjust himself and his business, so as to continue his activity in the commercial world upon a basis that will insure profitable returns for his investment of energy and talent.

Close application to a study of the printing and publishing business for a long period of years, carries the conviction that methods and practices which have been accepted without condition, as time-worn customs, must be relegated to the past: that the entire management of a printing office, from treatment of employes and the methods of manufacturing to the selling of the product, must be conducted with new skill and with a more scientific knowledge of causes and effects.

That employes are going to have a large share in the profits derivable from their toil, is a foregone conclusion. That a more courageous attitude on the part of the management, of requiring the payment by customers of a much increased return for the investment of skilled energy and trained artistry, is an absolute necessity. The conduct of a printing or publishing office upon any other basis than that of a strictly business character, will not only be inadvisable but impossible.

New conditions, higher costs, keener competition will have the effect of dignifying the industry and the winning a place in the sun which will work a commercial revolution. The so-called "practical man" whose knowledge of printing processes was thought to have qualified him for success in conducting a printing business profitably, has been losing out in the race for supremacy, but henceforth he will live only in memory.

The courageous, resourceful business manager, whose knowledge of costs of production and intimate acquaintance with the commercial side of the business, will be fortified with so much information that he will sell the product at a justified price, without apology; and, better than that, with a moral certitude that the price named has the same relative value commercially as merchandise sold over counters.

The manufacturing and sale of printing, although the most complex of all merchandising propositions, is on that account one of the most interesting of all commercial activities and any man who makes an outstanding success in this industry is more deserving of commendation than one who wins his laurels in almost any other vocation.

* * *

Because of the strict regulation of industries in Chicago by the Fuel Board, reducing the hours of operation by printing plants to only 39 and later 24 hours a week, the production of the NATIONAL PRINTER-JOURNALIST for the current month, has been delayed.

However, the publishers are grateful for many advantages and favors and wish to express their cordial appreciation for the opportunities accorded in serving the interests of subscribers and advertisers and thankfully acknowledge that advances have been made, within the past year, that warrant the assurance to patrons that better things are in store for the future.

The NATIONAL PRINTER-JOURNALIST has flourished despite war-time restrictions, fuel board regulations, post-war apathy and inertia, and other afflictions to which all are heir, and is glad, therefore, to rise and call all those blessed who have contributed in any way to its continuing usefulness. As the oldest printing magazine, continuously published for a third of a century, it has felt the stirring of new life in its veins and is conscious of a reviving of its youth.

The eagle upon the first cover page, poised in readiness for flight, eager and anxious, full of spirit and endued with an ambition to reach lofty heights, splendidly typifies what any diagnostician would decide is the animating purpose of the magazine. This particular eagle, a distinctly American bird by the way, has been adopted as the identifying insignia of the NATIONAL PRINTER-JOURNALIST. As it leaves its home in Ravenswood, month after month, and sweeps over cities and towns of the greatest nation the sun has ever shown upon, with power in its wings to cover a continent, the clarion notes of its calls will be found to have something of defiance and challenge but they will reflect more of a disposition of fairness and a lively concern that the nation shall be made safe for those who are the preservators of all art, as well as those who mould the intelligence for a free people.

A Christmas full of merriment and a New Year complete with happiness, health and prosperity, is the very cordial wish of the NATIONAL PRINTER-JOURNALIST for you.

SQUELCHING TOWN ROWS

BY EDGAR WHITE, MACON, MO.

One of the obstructive features of progress in the smaller towns is jealousies by people in the same line of business. In making my rounds for advertising I've discovered a surprising amount of this. But it is not peculiar to our town. They exist elsewhere unless the right sort of a community spirit has been developed. When the Commercial Club meets some fellow will get up and tell us that what we need is to forget all our local differences, and pull together for the general good of the town. We applaud vigorously, shake hands all around—and next morning go about with our hatchets ready for action same as usual.

A newspaper with a personality can be made a vital force for the reduction or even the obliteration of town animosities. It must begin by realizing that men in the same line of business are as prone to regard each other with distrust as the sparks fly up. It is a natural trait, not a mean one. We have all at some time or other felt like walking over to our rival's shop and giving him a piece of our mind.

But when men look at the situation in a larger way these bitter feelings toward business rivals will greatly diminish.

The newspaper must, of course, maintain an entirely unbiased attitude toward every legitimate business. It can't afford to side with the big advertisers as against the little ones.

When a man is out hunting rabbits and he finds it just as easy to shoot turkeys he will forget the rabbits and go after the turkeys.

When Smith sees that an out-of-town trade campaign brings more customers to his store than knocking on Jones he will do the obvious thing. Maybe he will even become so friendly with Jones that they will have a consultation on advertising, to their mutual advantage.

The newspapers in our town hae for some years been operating amicably. I am the advertising man on the Macon Republican and the business manager of the Macon Chronicle-Herald is the best friend I have. Not long ago we planned a little enterprise to encourage a pull together spirit among the merchants. We took in with us as assistant a prominent young business man. The plan was simply a combination edition of our papers designed to represent every business in town and to reach every home in the county. The merchants were encouraged to lead. They were asked to present ideas, and if practical they were adopted. Everybody worked in absolute harmony and there was not the slightest sign of jealousy. It was a united town acting, and the results were satisfactory.

One of the most common causes of friction in small towns is the resort to the old stereotyped method of stating, "We Carry the Biggest and Best Line and Sell at the Lowest Prices." "We Defy All Competition." The merchant usually inserts it with no ill will.

The thing sounds trite enough to the reader, and doubtless has little effect on him. But the other merchants in the same business read that sort of stuff with a darkening brow.

"That's a lie," they say, "we got a bigger line than he has, and he can't undersell us, and he knows it. A newspaper oughtn't print, such rot!"

It is a fact that merchants have come to me protesting solemnly against the printing of advertisements for rivals, who merely stated that their stores were the best and cheapest place to buy goods, as if a newspaper man should investigate all such statements before publishing them.

Time and again I suggested to advertisers that it was a better policy to leave out all such expressions, on the ground that they are like the jokes Father Noah is said to have originated, and have long ceased to interest.

One of our dealers had for a long time advertised as, "The Jeweler of Macon." A new man came in and advertised as, "One of the Jewelers of Macon." It took with the public and added to his business. People like to trade with a man who gives his rival a square deal. They know as night follows day he will do the same by his customers.

A citizen of Hannibal told me that once while in Mexico City he stepped into a store to purchase a certain article he wished to take home with him as a souvenir. The merchant didn't have the article in stock just then but he knew another concern that did have it. So he put on his hat and took the customer to a store where he could get what he wanted.

That is the right spirit, but it was so different from the method of some of our own dealers that the Hannibal man cited it as a curious circumstance.

The town row is born out of business rivalries. The newspaper can aid in removing local dissensions by preaching the doctrine of trade expansion. To do that successfully it must have on its subscription list people who live far and near, and keep constantly in the field men whose duty it is to extend the paper's circulation into an ever-enlarging territory. Keep persistently before the local dealers that the idea is to build the town by making it a trade center for a large scope of country. Encourage them to write advertisements with the view of getting the business of people 20, 25 or 30 miles away. Such advertising will help all classes of business, and trade will be so good in that town there will be no room for local business feuds.

Concentrate on town and community. Sink little animosities and jealousies in the bigger campaign.

Don't tell people that you have the only high class stock of goods in town, but let them know your town is a good place to trade, and then tersely, without extravagance, cite the bargains you wish to offer. The very minute you commence claiming superiority your rivals will get their little axes out, and people won't know whom to believe.

Getting business is psychological. A fair mental attitude in advertising inspires confidence in customers. It does more. It wins the good will of your fellow merchants, and when the time comes they will gladly say a good word for you.

The Christmas season is at our doors. The spirit then engendered should follow the merchant all the year round. It would make him a more pleasant fellow to deal with, and people like to trade with pleasant fellows.

BEGINS ERECTION OF NEW BUILDING

The South Bend, Indiana, Tribune, broke ground the afternoon of December 1st for its new home, a structure which, with equipment, it hopes to make the most complete, most convenient and most efficient newspaper plant of its size in America.

The building will be at the northwest corner of Colfax Avenue and Lafayette Boulevard, near South Bend's business center, and on property 100 x 144 feet in size. The structure with a frontage of 75 feet on Colfax Avenue, will have a depth on Lafayette Boulevard of 144 feet and will be three stories high. With frontage on two streets, a private court on the east and no contiguous building on the north the structure will have light and air all around. Dark brick will be used for the exterior surface and the general construction will be of steel and concrete and practically fireproof. A sprinkler system, ventilating system and pneumatic tube service will be among the special features.

The first floor will be devoted to the business, advertising and circulation departments, public writing-room, offices of the president and secretary-treasurer, newsboys' lobby and press and mailing rooms. The second floor will have the offices of the editor, associate editor, managing editor and editorial secretary and the city news room, receution room, library, composing, matrix-making and wash-rooms and the foundry. The third floor plan contemplates an auditorium with stage, reception rooms and kitchen. The basement will have retiring rooms, newsboys' room, large storage vault, shower baths, locker rooms, paper storage, and elevator and other machinery.

Plans for the Tribune building were drawn by F. A. Miller, vice-president of the company, and editor of the paper, while lying ill in Columbus Hospital, Chicago, early in 1919. These were put in architectural and building shape by Austin & Shambleau, of South Bend, one of Indiana's leading architectural firms. The building will be erected by the H. G. Christman Company, of South Bend. It will be ready for occupancy in about a year. Building and equipment will represent an investment approaching $400,000.

GOOD LETTERHEADS HELP SALES

No farmer who desires to sell farm products by advertising and correspondence can afford to be without good letterheads for his business letters. A well-printed letterhead identifies the farmer, is legible and looks businesslike to the person receiving the letter. Local printers are supplied with paper and equipment for printing attractive farm letterheads. They also can order engravings of farm buildings or livestock to illustrate the letterheads. Any farmer who sends out letters carelessly written on cheap paper, unheaded is losing money—Prof. Geo. A. Starring, South Dakota College, Brookings, S. D.

OBITUARY

Mrs. Mary E. Herbert, the widow of the late Benjamin B. Herbert, for thirty years the editor of the NATIONAL PRINTER-JOURNALIST, died at her home in Ravenswood, Chicago, Wednesday morning, November 26th, after an illness of four months. Funeral services were held in Chicago November 28th, and the remains were taken to Red Wing, Minn., for interment.

Mrs. Herbert was 74 years of age, having been born in Marietta, Fulton County, Illinois, July 16, 1846.

At the age of six her parents, Dr. and Mrs. W. M. Sweeney, moved to Red Wing, Minn., where the decedent grew to young womanhood. She was enrolled as a scholar in Hamline University on the day the school was opened. Mr. B. B. Herbert was a scholar in the same school, both later graduating.

Mrs. Herbert was active in church and literary circles and after the marriage in 1871, their home, then one of the largest in the little Minnesota city, was ever open to their numerous friends.

The decedent devotedly shared the triumphs and trials of her husband and often accompanied him upon his journeys in behalf of the editorial profession.

Besides a brother, Dr. W. M. Sweeney, of Red Wing, Minn., two sons, Wm. E. Herbert and Benjamin S. Herbert, both of Chicago, survive.

NEW YORK PRINTERS' STRIKE ANALYZED BY DEAN OF THE INDUSTRY

[In compliance with the request of the editor, Mr. Charles Francis of New York, Dean of the Printing Industry, has here candidly and honestly laid open the facts connected with the expensive strike of printers in New York]

As you no doubt know, we have had a strike lasting forty-four working days, practically occupying between eight and nine weeks. The matter reached the climax on Sunday last and yesterday morning all the organizations went to work with the exception of a few feeders who are still out but whom we expect to be in very soon.

Now in regard to the question of the causes and the trouble itself, I desire to say that nothing of this kind ever occurs without there being two sides to the controversy and the fact that "a soft answer turneth away wrath" is perhaps applicable in this instance.

On our side, we did not recognize, in the early of 1917, that the cost of living was going up at so rapid a rate and that the value of the dollar was not to be compared with the value of the dollar in previous years. We had made an agreement lasting three years, from 1916 to October 1, 1919, and the Franklin Union (feeders) No. 23 came to us in the early part of 1917 and asked to have the agreement reopened for relief from the high cost of living. Our committee answered them rather curtly that we could not open the agreement. At that time, had we realized the fact that the value of the dollar was decreasing so rapidly, we should have appreciated the fact that it was necessary to have the same amount of purchasing power to the dollar that we were giving to the man. We could then have made an arrangement with them by which wages were raised automatically until such time as the cost of living ceased to go up, and we might also have arranged to have had the same retroactive effect when the cost of living went down. However, this mistake resulted in a feeling of unrest which has penetrated nearly every industry throughout the United States in the last two years and the consequence was that on October 1, 1917, this union (followed afterwards by the others) forced a settlement, after a three days' strike, of $4.00 advance on the basis that they were then receiving, of $18.00. The following June they received an increase of $2.00 making the feeders' wages $24.00. We went along then until the first of October, 1918 when this union came again and wanted a $6.00 additional wage. Our committee thought this was too much and eventually we appealed to the War Labor Board with the result that the union got just what it asked for, thus having three times, obtained a raise in their pay.

Believing that it was so easy for the employer to cover the ground by paying this increase, when the agreements ran out on October, 1919, not only they but eleven other unions came before us with a proposition for a $14.00 raise all through and a 44-hour week. A 44-hour week naturally did not appeal to the employer in regard to the question of the high cost of living except that the men who were working 44 hours were looking for 4 hours' extra overtime. Thus the matter stood when—what will be known in the future as the great strike in the printing industry, took place in New York. It has been very bitterly contested. On Sunday, the executive officers of the International Typographical Union appeared before the New York Typographical Union, No. 6, and insisted that they agree to arbitrate the wages and hours, which they had previously refused to do. This broke the backbone of the strike. We now hope to arbitrate on this question of 44 hours and how much more of a raise we should give them than the $6.00 which we had already agreed to give.

The moral to be drawn from this lesson is the fact that we need to get closer together and to have more consideration for one another, to have less selfishness and to co-operate one with the other so as to allow a living wage to the workingman, and at the same time a living profit to the employer; also to take into consideration the consumer of printing who has to make his living from our product. It should be co-operative all the way down the line and if we can manage to get together in a conclave to agree upon relative conditions for each one of our people, the employer, the employe, and the consumer, it will be a great advance and will help not only our own industry but many other industries in the United States to a proper solution of the question of labor. We believe that the printing business should lead in this as in all other questions, and we think that the men were somewhat misguided in their movement of striking and that everyone should be brought into a conciliatory mood so that we can obtain the end by the means which The Printers' League had in effect during the ten years from 1906 to 1916, and which were consultation, colciliation and arbitration in all matters pertaining to the industry. We think this has been a very good lesson to all of us but a very costly one. This no doubt has cost the employers and employes a loss of something over $100,000,000, and has disarranged the schedules of publications and caused great havoc to a great many of them. However, with the wonderful wave of prosperity that is passing through this country, we hope to be able to resume our national importance as a city and as an industry in this city, which does one-twelfth of the world's printing.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

WHAT is your percentage of efficiency? I am speaking now to editors, compositors, pressmen—to all those whom it takes to make newspapers. Do you make a minimum of mistakes in your work, or are you frequently discovering, with untold chagrin, that you have absent-mindedly written one name in lieu of another, misspelled a certain word which you knew well enough how to spell correctly, inadvertently omitted something or other, misplaced or forgotten something, or committed one or more of the hundred and one embarrassing errors to which no printing-office is an entire stranger?

If you are an editor, do you often on the day your paper is safe within the hands of the postmaster have occasion to inwardly curse and mentally tear your hair (I'm granting you have too much self-control to perpetuate these outrages actually!) because you then recall one or more important matters of news which you failed to mention in the current edition?

If you are a compositor, does it often occur in the course of your daily work that you are obliged to search the shop over for your line-gauge, your rule, or a certain cut; or, (which is worse) occasionally, after a job is off the press, do you find a gross error or an omission for which you cannot in any way account or excuse yourself?

If you are a pressman, does it more or less frequently happen that you start your run, only to discover that the press must be immediately stopped, all because you forgot or overlooked some little detail which should have had attention before you turned on the power? You lose patience with yourself that these little things can thus escape you; nevertheless tomorrow similar blunders may be repeated.

Such occurrences are marks of inefficiency, and, of course, you are aware that inefficiency is due largely to a poor memory. One forgets—for the moment his mind is on something else—else he would not bunder. Then, just how to improve one's memory is the thing that ought to interest us.

Memory is a function of mind—the ability of storing away facts and incidents of life, of retaining or pigeon-holing them in the brain for future use or reference. Hence, it naturally follows that, if we desire to improve and enlarge or strengthen this faculty of brain, just as when we wish to enhance the usefulness or facility of some physical ability, we must exercise the specific organ on which we depend for the accomplishment of the act. For instance, if we would have a strong right arm, we must use that right arm, must exercise it. Just so, if one would have a good, keen mind and a retentive memory, he must exercise those faculties by deep, conscious thinking.

As intimated, almost all the errors of life, particularly all the little errors so annoying to us in our daily occupations, are due to imperfect memory. How often our only excuse is "I forgot!" A good way to overcome this fault is by acquiring the knack of concentration.

Whatever you may be engaged in, learn to rivet your attention to the thing in hand. Stop occasionally and ask yourself: "What am I now doing? Have I omitted anything that should be attended to?" That is concentration—in perefection a very rare quality among men. If you wish to do anything well, while you are in the act of doing it, you must exclude all thought of everything else. It is the dividing of one's attention among various things—the permitting of the mind to wander—that causes one to forget and make mistakes.

* * *

Unfortunately, not all of us engaged in the newspaper game are enthusiasts over our chosen calling; nor are all of us who are such enthusiasts always able to keep our enthusiasm at fever heat; but it

The Standard Democrat

"A GOVERNMENT OF THE PEOPLE, BY THE PEOPLE AND FOR THE PEOPLE"

ZIMMERMANN & SON, Publishers. BURLINGTON, WIS., FRIDAY, MARCH 7, 1919. VOL. LVI, NO 57.

FILIBUSTER HALTS CONGRESS WORK

Republican Senators Use All Tactics to Prevent Passing of Important Measures

SERVICE MEN TO GET $60 BONUS

Those Already Released are to Send Applications to Washington Authorities

MRS. C. E. NEWELL DIED ON SUNDAY

Passed Away at Hospital in Chicago After an Illness Covering Long Period

DELANO CHOSEN FIRST ALDERMAN

Succeeds P. Jacobsen Who Took His Place When He Entered the Service

Exhibit No. 1

seems to me that if I were the owner or editor, or even one of the makers of so clean and beautiful a sheet as the Standard Democrat of Burlington, Wisconsin, it would be easy to become a perpetually enthusiast. In matters of contents, editorial work, stock, print and typography the Democrat is a veritable delight, as the accompanying reproduction of the upper portion of the chaste first page will demonstrate. (Exhibit 1.) The only feature in which this specimen falls short of perfection is its mechanical makeup—the ideal triangular method of ad-arrangement should be adopted, and then this paper would embrace practically everything that stands for newspaper ideality.

* * *

The Independent Journal of Chilton, Wis., is an all-home-printed, six-column quarto, and hence affords an array of contents seldom surpassed by a publication of its size. The news-gathering and editorial labors are well done, too, although in the sample before me I regret to discover no department of editorials. As ways of improvement I might suggest that the title of this paper is considerably too large. A letter a third smaller in this same bold Cheltenham face would be adequate. But the idea of choosing the Cheltenham, which is of the same series employed in headings, is excellent, since it is a direct step toward complete typographical uniformity. However, in the matter of headings, it would be far better to alternate the appearance of the bold drop-line heads in column-tops, rather than to have every column of the first page opened with such a heading. Further, the head-writer should exercise more care to get the two lines in the "stair-step" of equal length; and the manner in which some of the triple-line sub-pyramids are handled in positively ridiculous. These lower decks should be so worded that they will make three lines, with the first line filling the measure, of course. I might suggest, also, that the type used for the date line on this first page is quite too large. The ten-point Cheltenham Bold caps used for secondary head purposes would be large enough and far more harmonious with the balance of the page than is the face in use at present. The triangular form of makeup would also be an excellent thing for the makers of this sheet to adopt.

* * *

O. Byron Copper, De Soto, Wis.

Dear Sir: Have noted with interest your many criticisms of newspapers, and am enclosing a copy of the Ida Grove (Iowa) Record-Era, which wou'd much appreciate your going over and telling us wherein we can improve it. Might say in passing that to a great extent we are new at the newspaper game, taking this paper over last November. There is chance for further improvement and we are imposing on our friends to find out where it is. Thanking you, we are, with kindest regards,

Yours very truly,
THE RECORD-ERA COMPANY,
Jackson Blizard.

IDA GROVE RECORD-ERA

Exhibit No. 2

W. A. BEAVER
DEALER IN
Hides, wool, furs, scrap iron and metals. Highest market price paid for rubber and rags.
We buy old automobiles. Auto casings and tubes a specialty.
To the Farmers
DAVID TODD, Salesman
Ida Grove, Iowa
Motorcycle For SALE!
Excelsior Motorcycle Fully Equipped
In first class condition
CALL PHONE 223
Re-San Indoor Closet
S. A. Mercer, Ida Grove, Ia.
Mr. Farmer
I. M. WINTROUB
For Sale!
I. N. SHEARER
USE consistency in your tire buying. Eliminate tire "shopping" and you will begin to know real tire satisfaction.
Firestone Gray Sidewall Tires have shown such remarkable mileage in the past year that former records of Firestones and all other makes have been exceeded.
Equip with Firestone Gray Sidewall Tires and end tire uncertainties.
Firestone
TIRES
Most Miles per Dollar

Exhibit No. 3

Having glanced through the pages of Brother Blizard's excellent paper, I am moved to remark that, if the fact of his newness at the newspaper game is at all responsible for the general excellence in evidence therein, then I wish there might be less experienced men in the calling and more new ones like him! And I can assure the world that if the rest of this editor's friends are as partial to good newspapers as I am, then the passing of the Record-Era over to their inspection for the purpose of ascertaining ways and means of improving it is a favor rather than an imposition. I will admit, however, that it is some little chore to find in this specimen very much of an opening for improvement. Everything seems to be up to a maximum standard of excellence. The Record-Era is all-home-printed and there are twelve pages, and with good judgment displayed in the selection, contents are therefore first-class. The editorial work (including the regular editorial department) is pleasing in style and quality. Typography in modern and composition of ads and heads tasteful and artistic. Mechanical makeup is strictly in accord with the canons of the trade, and the print secured is far above the average. In what way, then, can one suggest a change for improvement? In Exhibit 2 I am showing herewith a reproduction of this specimen's gratifying first page, and in Exihibit 3 may be seen one of the inner pages, either being a veritable model in its class. Any makeup on a six-column paper cannot do better than to follow the lines exemplified in these two reproductions.

THE STANLEY REPUBLICAN

VOLUME XXV STANLEY, WISCONSIN, FRIDAY, MARCH 7 NUMBER 41

AN OFFERING OF GRATITUDE

MACCABEES INITIATE SIX

0 Multiplied by 2 Equals 0

"HOW ABOUT STANLEY?"

TO BOND CITY FOR WHITE WAY?

MR. AND MRS. ROE GIVE $1,000

$5,000 IS SUM STATED

TO INVITE DISTRICT CONVENTION TO HOLD MEETING IN STANLEY

GEORGE SOLIE IS REPORTED AS DEAD MAY BE MISTAKE

Transformer Explodes, Causing Fire in Wis.-Minn. Substation

HIGH SCHOOL GIVES OPERETTA

BARDEN FARM HOME DESTROYED BY FIRE SATURDAY MORNING

Exhibit No. 4

If you are a newspaper connoisseur, after you have glanced at Exhibit 4, which is the reproduction of the first page of the Stanley Republican, you will not be inclined to disagree with me in the statement that this is an excellent home weekly. The makeup of this first page is such as to render it very pleasing to the eye, as well as very attractive and newsy-looking, all a result of the variety of heads and diversity of style. And while the makeup of other pages of the Republican is hardly as much in conformity to the Hoyle of newspaper-making, nevertheless, and in spite of it, the statement must still stand as true: This is an excellent home weekly. This sheet's excellence, as should always be the case, rests principally in the excellence of its contents—they are extensive and well chosen, and fully as well written—and, while dealing with this feature I wish to praise particularly the editorial department, the paragraphs filling two columns of nineteen or twenty ems measure, each of the more important ones having a sidehead of bold caps which is broken into the straight matter below the first four lines, giving a rather novel and wholly pretty effect. These editorials, too, are especially well worded, the style of expression being crisp, clear and convincing. I like the choice of subjects, also naught, being mentioned except those things of vital interest and concern to local readers of the Republican. Presswork and print are both high grade. W. H. Bridgman is editor of this paper, and the price is $2.00 per year—which is not a cent more than the Republican is worth.

* * *

Nebraska has some very fine newspapers. The more newspapers I am privileged to see as emanating from that state, the more firmly I become convinced of the statement just recorded. The Fremont Evening Tribune is one of Nebraska's live little dailies. It is better in many respects than the average daily of its class. Contents are good and live and sprightly and the editorial columns are a great credit to Editor Ross L. Hammond. The quality of the advertisement composition is good and I am highly gratified to observe that the method of makeup is of the modern triangular sort, which gives the upper half of the page to the reader and neatly collects the advertisements in systematic shape in the lower, right-hand half. In connection with this paper it is interesting to note that, having outgrown its perfecting-press equipment which has been in use for some years, the publishers have purchased a new Duplex rotary press, which gives greater speed and perfection of production. As the editor says, "it requires some courage . . . . to invest $20,000 in one piece of machinery for the production of a daily paper in a city the size of Fremont," but it surely shows a boundless faith in the town and its future, as well as exemplary purpose to keep the Tribune ever an up-to-date exponent of its constituents' interests.

The first page of a newspaper generally tells the story as to whether or not it is a good newspaper, hence the moment one's eye falls upon this first page of the Craig (Colo.) Empire (Exhibit 5) he knows that here is a sheet far above the average of its class. The makeup exemplified in this exhibit is all that one could ask in a page of this size and a newspaper of this type. Contents are superlative and, as seems to be the rule with Colorado newspapers, the editorial

THE FELLOW WHO STUCK TO CRAIG HAS SUCCEEDED AND CHANCES ARE BETTER NOW THAN EVER

THE CRAIG EMPIRE

CRAIG, COLORADO, WEDNESDAY, SEPTEMBER 8, 1920

GAMES A-PLENTY FOR LOCAL FOLKS

MOUNT STREETER FORMALLY OPENS

FRONTIER SPORTS BIG DRAWING CARD

SCHOOL ALREADY PACKED TO LIMIT

INCREASED ATTENDANCE BOTH IN HIGH SCHOOL AND GRADES GIVE BOARD AND TEACHERS DIFFICULT TASK

LIVELY FEATURES IN FAIR PROGRAM

EVENTS FOR MOFFAT COUNTY FAIR AT MAYBELL PROMISE TWO DAYS OF GOOD SPORT AND EXCELLENT EXHIBITS

Exhibit No. 5

department is one of the strongest features. Editor George M. Kimball's work in this department is extremely clever, denoting an alert, capable mind and the possession of considerably more talent and better diction than falls to the ordinary paragrapher. Typography and presswork are both nicely executed and the advertisement composition is strong, simple and attractive. I would suggest, however, that in the arrangement of the ads, the ideal triangular makeup, as so perfectly exemplified in Exhibit 3, be followed.

* * *

A fine big, newsy home weekly, with creditable first-page makeup, is the News of Marcus, Iowa, of which W. M. Hamilton is publisher and Mae W. Hamilton, editor. Beside all the local items, the News has an able editorial page and a liberal advertising support. Advertisement composition is hardly artistic nor is it made up correctly, but, in the main, the print is good and contents beyond reproach.

* * *

Doubtless, if I were so minded, in each and every specimen considered in these columns of the National Printer-Journalist I could find some one or more points to praise; but, while certainly it is true that to praise is as much a critic's privilege as that to censure is his duty, still it is extremely doubtful if much benefit could be rendered patrons of this department by looking only for the features that provoke congratulation and ignoring those which merit something of an opposite character. Now in the case of this Hartsburg (Ills.) Enterprise, which, by the way, is a new publication, this being No. 5 of the first year, there are many things to complain of and, so far as I have been able to discover, but one thing to praise. After having dealt more or less briefly with the first, I shall mention the last. In the first place, while the typography of this sheet is excellent, being all of the Cheltenham variety, the "style" is deplorably low-grade. The title-line, slogan and date line present a decidedly crowded effect, which can be overcome by reducing the face employed in the date line to ten-point and utilizing the space thus secured by inserting it above and below the slogan. The makeup of the first page is dull and unattractive. The cards and directory stuff should be relegated to an inner page and this first page devoted exclusively to reading matter, which should be livened up with neat, attractive headings of a more tasty style than those in evidence in the specimen at hand. Other pages should be made up according to the scheme exemplified in Exhibit 3 of this installment, and as an improvement in the composition of the advertisements, four-point rule borders should be provided and some degree of art strained for in the setting. Now as to the one praiseworthy feature: That editorial on the first page, "What Would Christ do if He Came to Chicago?" is surely an original, able, common-sense consideration of an interesting premise. In these two columns and more of logical reasoning Editor Adair of the Enterprise incidentally draws a truly Christian picture of what the modern Christ would be and, in my opinion, comes miles nearer the truth than the reverend bishop did, whose sermon inspired the editorial. And all this is done in a very simple, nevertheless cultured and convincing, style. I enjoyed the perusal of this rather lengthy dissertation and take pleasure in congratulating its author upon his ability to write so fluently and sensibly. Such paragraphs are evidence of practice in the art of thinking.

* * *

There's no use trying to contradict it, an eight-column newspaper page is entirely too big and ungainly to be read with any degree of convenience or comfort. A smaller size page (and more of them, if necessary) is far preferable. The Newark (N. Y.)

Union-Gazette is an eight-column all-home-printed quarto, and its only objectionable feature is its ponderous size of page. Its contents are as excellent in character and composition as they are extensive, its advertisement composition neat and the printing clean and legible. Occasionally a page of this sheet seems to conform in makeup to almost the ideal system, but generally the scheme is too scattered and promiscuous.

* * *

The editor of the Harvard (Nebr.) Courier is O.O. Buck, with Naomi B. Buck as associate editor. Their editorial paragraphs are run under the unique head of "Buckshot." That these paragraphs are pretty clever stuff, note the following:

"When a Clay Center girl got married she disappointed a dozen men. One of them was her husband."

"The reason a luxury tax brings in so much money is because so many people think luxuries are necessities."

"It often happens that when a man wants to make a fool of himself he selects a woman to help him."

"Bert Webster says his musical education has been so badly neglected that he can't even read bank notes."

"Another fellow I want to kill some time when the moon is right is the chap who spits in my waste-basket."

"'Boost for Harvard' is a pretty good motto, but it sounds sorter queer when the job it is printed on comes from an out-of-town printer."

The Courier is a nice, cleanly printed sheet, with an excellent news-service and a correct makeup—in fact, the only thing it lacks—the only thing that keeps it out of the blue ribbon class—is a few double-deck heads for the first page—which at present presents a rather unattractive, monotonous appearance.

* * *

Brother Geo. Schlosser, the distinguished publisher of the Wessington Springs (S. D.) Republican, has the correct idea of what a newspaper heading should be like in point of its size, as witness Exhibit 6; but

Exhibit No. 6

I regret to note that his ideas of correct mechanical makeup and typographical style are hardly as commendable. A few double-deck heads of the drop-line style, for instance, would brighten up the Republican's first page immensely, and the adoption of the ideal triangular or so-called "pyramidal" method of mechanical makeup would as clearly heighten the glory of other pages of this paper. The ad-man on this paper gets some creditable results occasionally and the pressman's work is particularly well done. The Republican's best feature, however, and it is the most important feature of all, too, is its excellent array of local news.

Occasionally this department of the NATIONAL PRINTER-JOURNALIST gets a foreign newspaper for consideration, although it is not often that one comes from far-off Japan, but here is the Japan Advertiser of Tokyo, a very creditable American daily, with a first page nicely illustrated and tastily made up. It is indeed pleasing to note, too, that all other pages are made up in strict compliance with the ideal triangular method. As will be seen from the page shown

Exhibit No. 7

herewith, (Exhibit 7) although some of the firm names in evidence in them are rather oriental, the advertisements are typographically American and all right. Particularly exemplary is the uniform use of the plain rule border.

* * *

A great many newspaper men often wonder how other newspaper men contrive to make their first pages so attractive and interesting-looking, and, if one shows them a good newspaper page like this one of the Memphis (Texas) Democrat's (Exhibit 8) they offer at once all sorts of excuses as to why such results are impracticable in their case, as, for instance, lack of appropriate material, lack of time for setting such a variety of heads, etc., etc. But, where there is the will to have such results, there is always a way. I wish etchings and space were not so expensive so that I might show a series of the Democrat's first-page results—not that they are perfect specimens particularly, but just ordinary good attempts to make a practical, fresh and inviting pageful of readable stuff—it might inspire others to do better work along this line. As usual with papers of an

The Memphis Democrat

SAYS PEACE LEAGUE GREAT WAR TRUST

LITTLE LEGISLATION FOR SPECIAL SESSION

GEE IN LINE!

AIRPLANE WRECKED NEAR ESTELLINE

WANTS TO KNOW HOW MONEY WAS SPENT

PROHIBITION AMENDENT SAFE
HOME OWNERSHIP IS INDOUBT
OTHER AMENDMENTS DEFEATED

AMERICAN SEAPLANE WILL NOT MAKE LETTUS FLIGHT

DISCHARGED SOLDIER IS IDENTIFIED AS EX-CONVICT

OIL WORKERS SUSPECTED FOR JOINING UNIONS

PUBLIC ROADS CAN NOT BE LEASED FOR OIL WELLS

PARKANOLS-PLAINS ORGANIZATION MEETS

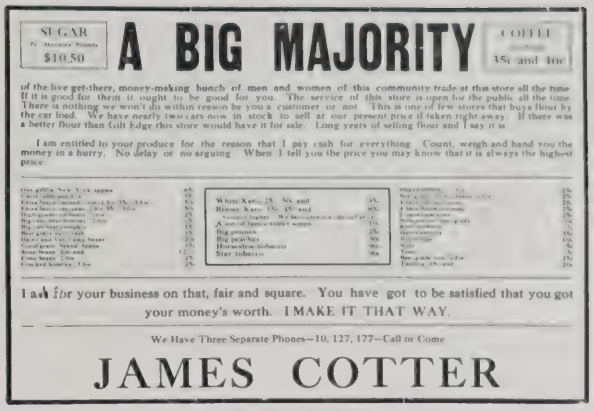
DISTRICT COURT OPENED MONDAY

Exhibit No. 8

inviting first page, all the good features of the Democrat are not to be found only in this part of the sheet: The general imposition of other pages is good, being strictly in accord with that which this department of the NATIONAL PRINTER-JOURNALIST has so long advocated, and there are many advertisement examples that would be profitable for other compositors to see, although I forego showing them. As the first-page reproduction presented herewith shows, contents are live and plentiful, so that, all in all, there is nothing left for me to do but congratulate Editor Jerry Dalton on the excellence of his publication generally. His editorial department deserves special praise.

* * *

There is individuality in the Knoxville (Iowa) Express, a big, clean, all-home-printed seven-column quarto weekly, of which Casey & Weaver Brothers are the publishers, with W. J. Casey, editor. I like the title and date lines, the typography and office style, and the way in which details are looked after is especially pleasing to one of fastidious taste. The advertisement composition is first rate (Exhibit 9) being one of the fine half-page specimens, in which the only flaw is the spacing of the main disp'ay line. Inasmuch as that the space between words is greater than that between the line and the two panels at either end, the effect is an impression that the first and last words are more closely related to these panels than they are to the other word in the line, whereas,


SUGAR $10.50

A BIG MAJORITY

COFFEE 35c and 40c

of the live get-there, money-making bunch of men and women of this community trade at this store all the time. If it is good for them it ought to be good for you. The service of this store is open for the public all the time. There is nothing we won't do within reason be you a customer or not. This is one of few stores that buys flour by the car load. We have nearly two cars now in stock to sell at our present price if taken right away. If there was a better flour than Gilt Edge this store would have it for sale. Long years of selling flour and I say it is

I am entitled to your produce for the reason that I pay cash for everything. Count, weigh and hand you the money in a hurry. No delay or no arguing. When I tell you the price you may know that it is always the highest price

I ask for your business on that, fair and square. You have got to be satisfied that you got your money's worth. I MAKE IT THAT WAY.

We Have Three Separate Phones—10, 127, 177—Call or Come

JAMES COTTER

Exhibit No. 9

of course, the exact opposite is true. The contents of this paper are superb and the way in which they have been selected and written is highly creditable to the reportorial and editorial workers. Brother Casey's editorial columns proper, set in wide measure and long primer, are very good, and they add considerably to the general dignity of this specimen. The pressman, too, deserves a word of praise, for his work is up to the highest standard, and quite pleasing, indeed, is the correct form of makeup as in evidence in every page of the Express. Truly, this is a paper of which its makers may well feel proud.

* * *

In a preceding paragraph I mentioned something about certain newspaper men being unable to produce

LEWIS COUNTY ADVOCATE

NEW POLICE FORCE HAS BEEN APPOINTED

PAY FITTING HONORS TO DEAD SOLDIER

MUSIC IMPORTANT IN BUSINESS LIFE

VICTORY LOAN WORKERS TO MEET APRIL 12TH

ANOTHER BUSINESS BUILDING PLANNED

BUSINESS MEN AND SOLDIERS

DEDICATE FINE NEW MEN'S CLUB HOUSE

Exhibit No. 10

attractive, newsy first pages, and cited such to the specimen under review as an inspiration and model. Here is another newspaper (Exhibit 10) that ought to help editors who do not understand how to brighten up the face of their papers. While this Lewis County Advocate is an admittedly neat and newsy specimen, nevertheless, I have this criticism to offer: Why drop the illustrated article to the bottom portion of he page? This article at the top of the page would have given far better balance to the whole and the matter cou'd have been so arranged as to obviate the four heads running in a row through the center. Also a little more care should be exercised so that the two main lines of each of the drop-line heads are of more equal length, and it is, of course, desirable that all of such headings are as nearly of the same form as practicable. This is a great paper in point of contents, editorial work and advertisement competition. It is an extremely large publication, consisting of two six-column quarto sections, and yet most of the pages are pretty well spotted with displayed advertisements. Note that I use the word "spotted" intentionally, for the pages of this (in many respects excellent) paper are regrettably wrong in makeup. But, as I said, the editorial work and the advertisement composition are both great, and I might add further that the pressman undersands his business, too. Of course, Chehalis is quite a city, so it is no great trick to gather enough matter each week to fill the pages of the Advocate, nevertheless, I concede that the trick is well done and the news-service offered is therefore complete.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

WANTED—Combination keyboard and caster monotype operator. Union office, ideal working conditions, modern equipment. Address, with full particulars, OUT WEST PRINTING & STATIONERY COMPANY, Colorado Springs, Colo.

SOLICITOR WANTED—Permanent position for a live wire. Excellent opportunity for man to work in new territory. Write immediately, giving your proposition. THE TELESCOPE, Belleville, Kans.

PERRIN'S PERFECTION RECORDS—AD, JOB, SUBscription; will save time and money. New catalogue shows facsimiles. Postal brings it. F. J. Perrin & Co., Lawrence, Mich.

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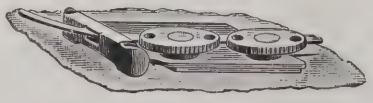

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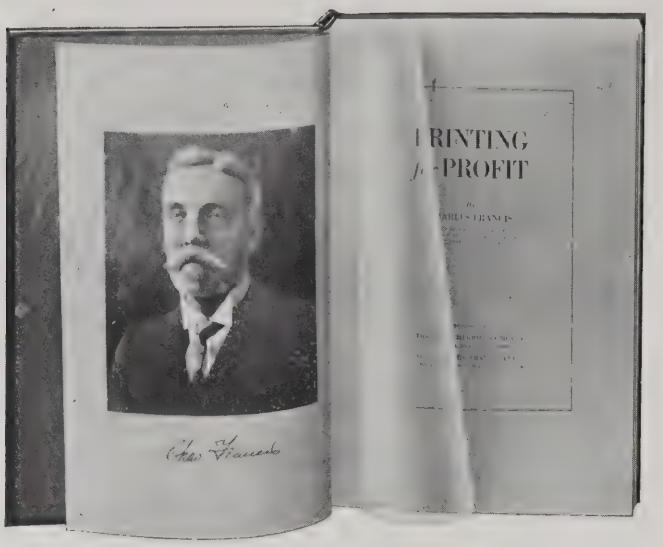

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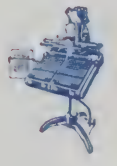

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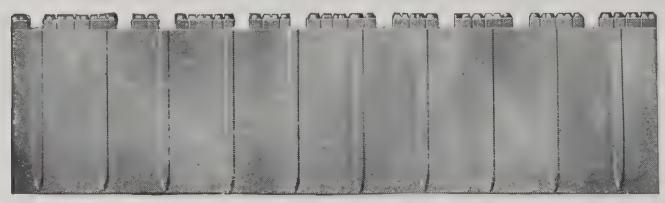

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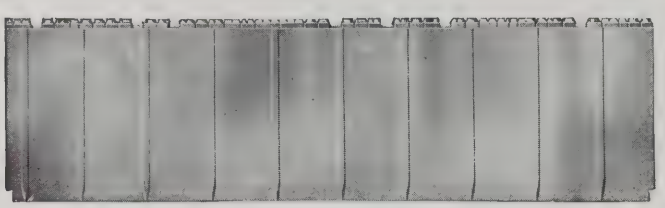

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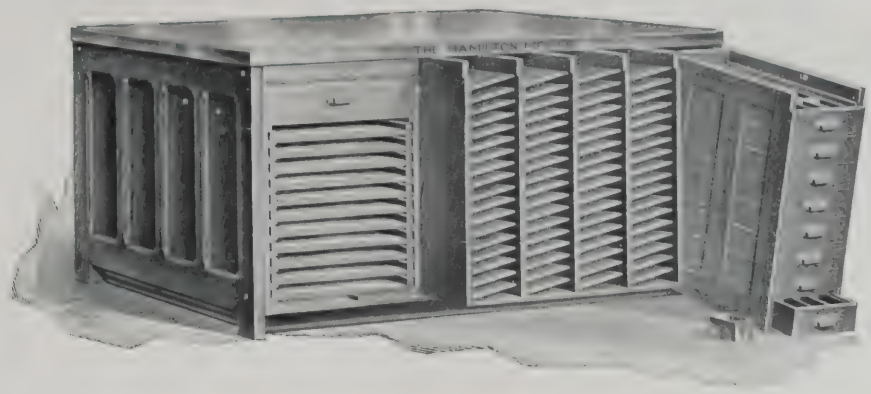

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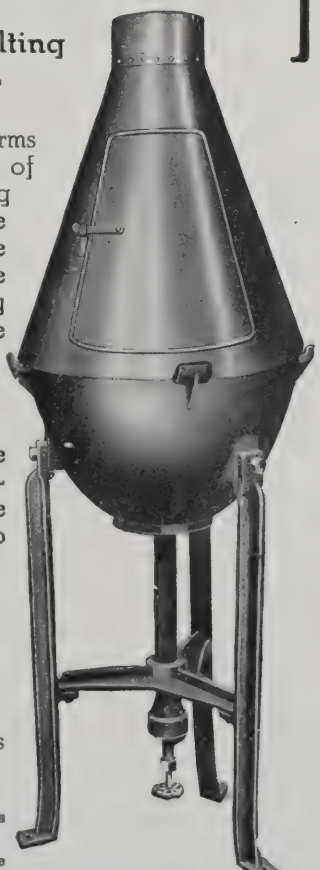

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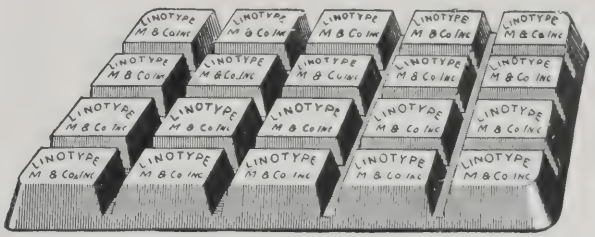

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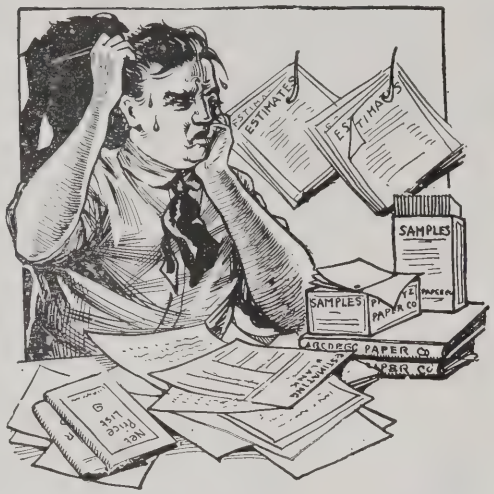

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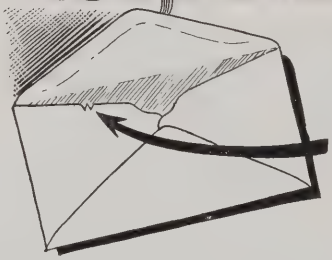

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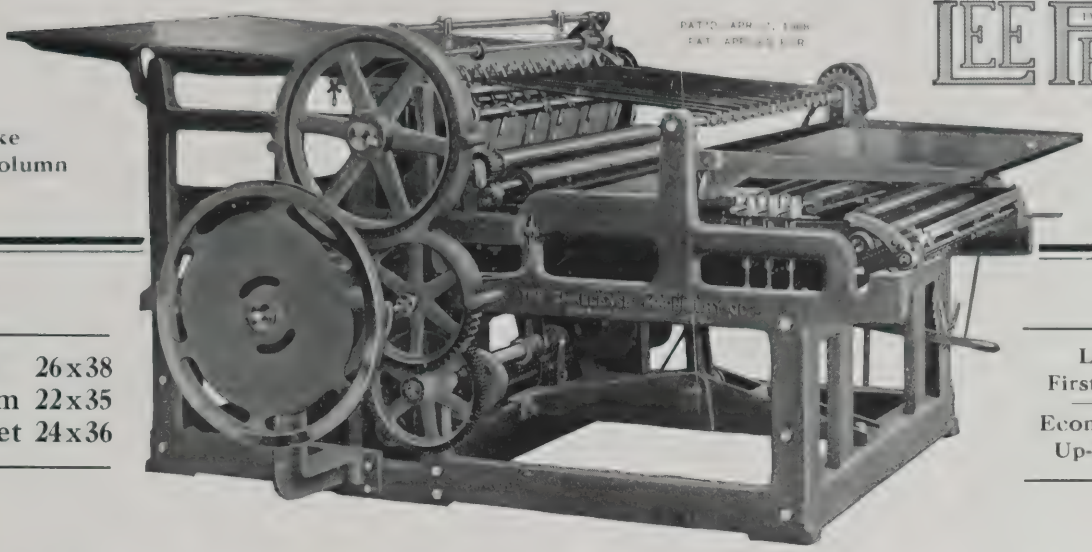

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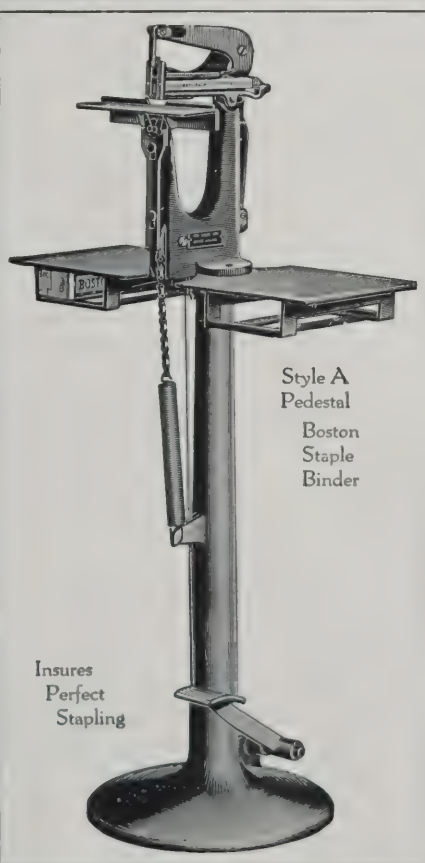

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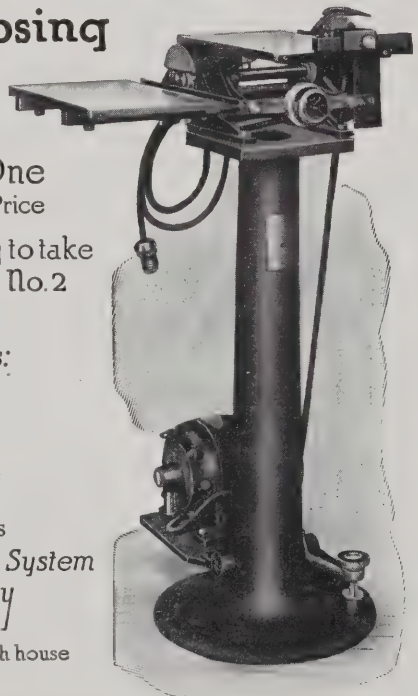

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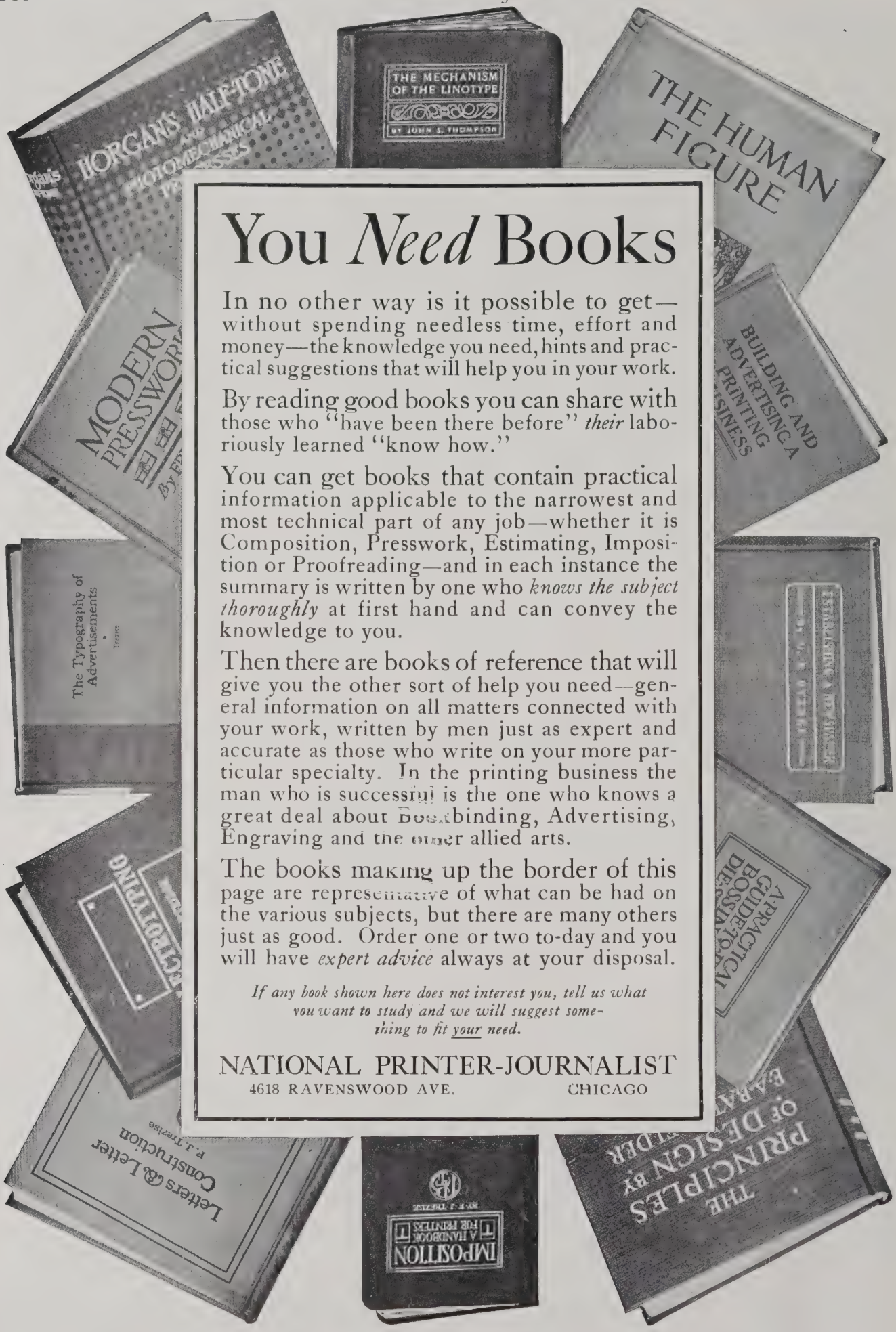

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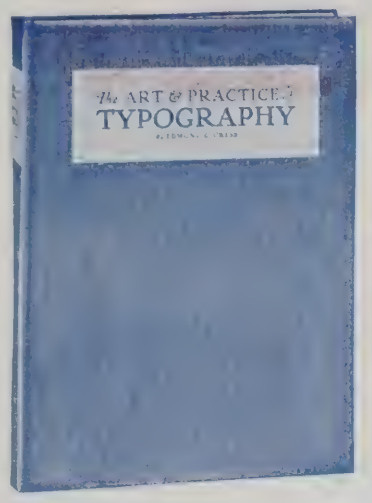

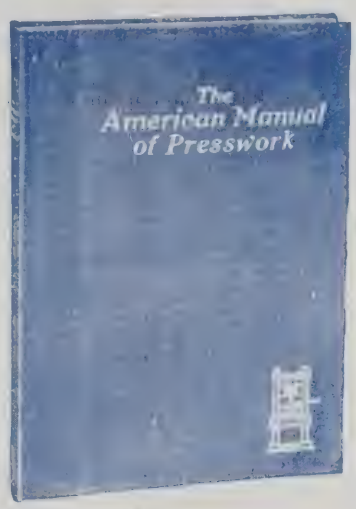

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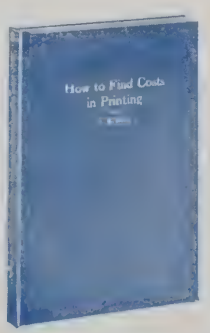

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